

elena nelmes

Front-end designer committed to creating functional and intuitive applications and websites.

RECENT WORK EXPERIENCE

UX-minded **Product Designer** · **Uniregistry**

Oct 2018 - Present

I divide my time between two teams working on the registrar and aftermarket web apps. Projects worked on so far include:

- SSL landing page, activation and detail view UI
- Landing pages for an internal customer discovery project inspired by the Lean validation principles
- Modular email templates for registrar customers
- Front-end for the Uni Blog
- Aftermarket UI redesign and UX improvements (ongoing)
- Registrar UX improvements (ongoing)

UX/UI Designer · **Apex MobileTech**

Oct 2014 - Apr 2018

Apex provide smart mobile solutions for the UK property market. I started here as a tech support agent and was promoted to the QA Lead after demonstrating empathy for the users, attention to detail, and capability to resolve complex issues. After discovering UX/UI design, I worked towards and achieved the goal of transitioning into design full-time. Projects worked on include:

- Large-scale mobile app restructure and reskin
- Interactive styleguide and design system
- Brand guidelines and culture code books
- Continuous UX improvements
- Continuous new feature design on demand

Operations Executive · **PayasUgym.com** (now Hussle)

Mar 2014 - Aug 2018

PayasUgym.com is an online marketplace for flexible fitness services aimed at millenials. Here I onboarded new partners, managed their accounts, and wrote content for the website. I also assisted with creation and distribution of marketing materials, and volunteered to test new website features.

SKILLS

HTML5 · CSS3 · SCSS

Bootstrap 4

JavaScript · React

Python · Jinja2

User stories · acceptance criteria

User research · interviews

User journeys · workflows

Wireframes · mockups

Interactive prototypes

User testing

Copywriting · proofreading

TOOLS

Git

Atom · VS Code · Dev Tools

Sketch · Balsamiq

Photoshop · Illustrator · InDesign

InVision · Marvel

Jira · Bitbucket · Confluence

Google Suite · MS Office

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Full job and education history can be found on my LinkedIn profile. CV last updated May 2019.