

Ellie Stringer

UX + UI PRODUCT DESIGNER.

Ottawa & Montréal, Canada
[orig. brit]

I help better existing products and launch new ones from the tiniest idea through to delivery, validating and exploring concepts as we go, and always with a cheesy pun at the ready!

My core values lie in kindness, empathy, hard work, and transparency, and I'm always looking to better myself as well as the system I work in.

Click to see my work:
elliestringer.com

EXPERIENCE

Lead UX Consultant Sportlogiq	2023-2024 Montréal, Canada
<ul style="list-style-type: none">Carried out competitor & market landscape analyses, led quantitative & qualitative prospective user research studies collaboratively with partners to inform user types, product direction, market fit, & feature mapDesigned easy-to-use web platform wireframes & final interfaces, using video editing tools to create demonstrable working prototypes, providing documentation for design system implementationWorked with designer, developers, & management to up-skill UX and UI knowledge and implement design thinking and processes cross-functionally across the product teamPerformed design audits alongside full-time designer for multiple products and figma libraries, standardising and organising in order to ensure cross-platform efficiency and consistency	
Product Design Lead Wayfair	2022-2023 Ottawa, Canada
<ul style="list-style-type: none">Spearheaded UX & UI design solutions for key products in Talent Technology, integrating user-centric research approaches including interviews, shadowing, and usability studiesCollaborated closely with cross-functional teams to evaluate and implement feature enhancements, ensuring alignment with user needs and business objectivesLed design and product process workshops and audits, advocating for consistent collaboration expectations, and knowledge-sharing within teams across 15 different productsDesigned and created online collaborative experiences, branding, presentation decks and assets for Wayfair's annual Global Experience Design multi-day conference	
Senior UX/UI Designer Apple Music for Business / TouchTunes	2020-2022 Montréal, Canada
<ul style="list-style-type: none">Led UX & UI design efforts on new features for Apple Music for Business and new products for TouchTunes, engaging in comprehensive benchmarking, user research, and usability testing strategiesAdjusted & presented design strategies, approach, product positioning and prototypes to C-Level executives, informing business decisions and driving product innovationProposed and created final UIs with UX behavioural rationale, and scalable responsive design systems, collaborating with developers and streamlining the handoff process for multiple web tools and applications	
Senior Product Designer Sportlogiq	2019-2020 Montréal, Canada
<ul style="list-style-type: none">Orchestrated competitor & market landscape analyses, collaborated on roadmap planning, feature prioritisation, and user research initiativesDesigned and implemented intuitive web tool interfaces, leveraging data visualisation techniques to highlight key statistics, while working closely with dev teams to ensure seamless implementation and WCAG compliance	
Lead Designer C2 International / C2 Montréal	2017-2018 Montréal, Canada
<ul style="list-style-type: none">Managed design projects from UX conception to UI execution on interactive displays, websites, and mobile appsProvided creative direction for print and digital assets, overseeing production and ensuring alignment with brand extension guidelines I had createdDesigned collaborative workshop exercises and large-scale signage, created engaging participant experiencesOrganised & presented milestones to C-Level partners in line with contractual deadlines	
Digital & Graphic Designer Freelance / Merchant Marketing Group / Triggered Messaging	2010-2017 New Zealand, England, Canada
<ul style="list-style-type: none">Conducted usability tests and designed user-friendly interfaces for various platforms, including websites & appsDeveloped promotional materials and branding assets, leveraging market research and best practicesCollaborated on business proposals and marketing strategies, conducted market & competitor researchDesigned & coded transactional email templates, Ecommerce CRMs	

SKILLSETS

Software I regularly use

Figma + Figjam
Airtable
Miro
Notion
inVision

Chrome Inspect

Adobe Creative Suite

Knowledge of

HTML5
CSS3
Sass

Languages I speak

English
French
Portuguese

AWARDS

2014
Philosophy BA Hons
University of Southampton

2013
Digital Champion
University of Southampton

2012
Business & Customer Awareness Award
Excel Placements

2008
Stage 2 Snowboard Instructor
Snowboard Instruction
New Zealand

2006
2nd Dan Black Belt
Wado Ryu Karate

“ There is no hill that Ellie can’t climb. She tackles every challenge with ambition and resolve. She elevates her peers in that process. She’s resourceful, innovative and without a doubt, one of the hardest working people I’ve ever worked with. ”

VITHU N. - DESIGN MANAGER