

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

Product Design Lead

Wayfair

2022-2023

Ottawa, Canada

- Spearheaded design solutions for key products in Talent Technology, integrating user-centric research approaches including interviews, shadowing, and usability studies
- Collaborated closely with cross-functional teams to evaluate and implement feature enhancements, ensuring alignment with user needs and business objectives
- Performed design audits across 15 siloed products, recommending efforts to standardise in order to ensure efficiency and consistency across platforms
- Developed and implemented onboarding and upskilling learning tools for cross-functional team members
- Led design and product process workshops, advocating for consistent collaboration expectations, and knowledge-sharing within teams
- Designed 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

- Led design efforts on new features for Apple Music for Business and new products for TouchTunes, engaging in comprehensive benchmarking, user research, and usability testing strategies
- Presented design strategies, approach, and prototypes to C-Level executives, informing business decisions and driving product innovation
- Adjusted roadmap strategy and product positioning, changing the scope and feature prioritisation in order to adapt to shifts in the social and economic landscape
- Established 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

- Orchestrated competitor & market landscape analyses, collaborated on roadmap planning, feature prioritisation, and user research initiatives
- Designed and implemented intuitive web tool interfaces, leveraging data visualisation techniques to highlight key statistics
- Worked closely with development teams to ensure seamless implementation and WCAG compliance

Lead Designer

C2 International / C2 Montréal

2017-2018

Montréal, Canada

- Managed design projects from conception to execution on interactive displays, websites, and mobile apps
- Provided creative direction for print and digital assets, overseeing production and ensuring alignment with brand extension guidelines I had created
- Designed collaborative workshop exercises and large-scale signage, contributing to engaging, successful participant experiences
- Organised & 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

- Conducted usability tests and designed user-friendly interfaces for various digital platforms, from websites & apps to conference booths
- Developed promotional materials and branding assets, leveraging market research and best practices
- Collaborated on business proposals and marketing strategies
- Contributed to designing and coding transactional email templates, eCommerce platforms, and conducted market and product research for various projects

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