

# Marcus Elliott

UX/UI Designer

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## WORK EXPERIENCE

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### **UX/UI Design Lead, Contract, Client: Okay Journey, Contract Remote**

Brooklyn, NY, Jun 2023 - Present

- Led a team of designers on a B2C website redesign analyzing the current website and implementing best practices to create a better user experience
- Implemented A/B testing to measure the effectiveness of design changes and iteratively enhance the user experience based on data-driven insights
- Employ feedback loops to validate initial design concepts, ensuring data-backed decisions in the initial designs
- Facilitate collaborative design thinking sessions, incorporating stakeholder feedback and user data to refine and optimize user flows
- Utilize conversion rate optimization techniques, resulting in a quantifiable increase in ticket sales and revenue
- Integrate culturally relevant design elements based on data-driven insights, enhancing the user experience

### **UX/UI Designer, Contract, Client: Homnox, Contract Remote**

Brooklyn, NY, Mar 2023 - May 2023

- Analyze the UX of a website for a B2C Home Realty company that specializes in digitally printing and furnishing homes to understand their current framework for a redesign better
- Analyze usability test results to extract actionable insights, identifying opportunities for enhancing user satisfaction
- Engage with stakeholders to gain a thorough understanding of the services offered, using this knowledge to enhance the website's information architecture
- Iterate designs based on client feedback from deliverables including wireframes, prototypes, and design specifications, ensuring alignment with client and business goals
- Use Figma to make a functional prototype enabling clients to visualize and experience design concepts before implementation

### **UX/UI Designer, Contract, Client: Click Chiropractic, Contract Remote**

Brooklyn, NY, Sept 2022- Feb 2023

- Collaborate and prioritize workflow with designers to create an end-to-end B2C website to drive user engagement and sales and create an online presence for our stakeholders
- Conduct a comprehensive competitive analysis of health and wellness websites to understand better industry best practices and opportunities to deliver a superior user experience
- Develop and manage a design system of reusable components, fostering consistency and efficiency in future iterations streamlining the design process, and improving the overall user experience
- Prepare for developer handoff by creating detailed annotations encompassing each page's elements, states, and features to facilitate clear communication between the design and development teams

### **Fashion Stylist, Freelance**

Brooklyn, NY, July 2015 - August 2022

- Apply a user-centered approach to style and coordinate wardrobe for fashion photo shoots, runway shows, and advertising campaigns, creating visually compelling looks that resonate with the target audience
- Employ strategic budget management techniques and negotiate with vendors to optimize resource allocation to ensure the projects are within budget
- Lead and managed teams of fashion assistants for large-scale advertisements and campaigns, fostering collaboration, providing guidance, and organizing workflow

### **Content Creator, Freelance, Client: Mold Apparel, Freelance**

Brooklyn, NY, January 2019 - June 2019

- Conceptualize and write engaging articles for a B2C men's fashion brand, employing persuasive writing techniques to effectively communicate brand messaging, style advice, and fashion insights
- Conduct comprehensive research on modern trends, sustainability, and the economic effects of the fashion industry
- Collaborate with stakeholders to review, edit, and publish articles, incorporating feedback and insights to optimize content and maintain brand alignment

### **Sales Representative, Part Time, Client: Sandro Paris, Full-Time**

Brooklyn, NY, December 2016 - March 2018

- Utilize customer-focused sales techniques to exceed monthly goals by understanding and addressing customer needs effectively
- Deliver a seamless customer-centered shopping experience that aligns with the brand's identity and values, ensuring a high level of customer satisfaction
- Empathize with client needs to build strong relationships by understanding their unique style preferences and needs, effectively converting customers into long-term clients through tailored solutions, active listening, and exceeding their expectations

## **EDUCATION**

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**Enterprise Design Thinking - IBM**

**UX/UI Foundations - Avocademy**

**Bachelor of Fine Arts: Advertising Photography, Minor: Imaging Systems - Rochester Institute of Technology**

## **SKILLS**

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**Design:** Visual Design, Photography, Prototyping, Wireframing, Responsive Design, Design Iteration, Art Boarding, Design System Management, Developer Handoff, Editorial Layout, Sketching, Product Design, Interaction Design, User Flows, User Stories, Typography, Color Theory

**Research:** User Testing, A/B Testing, Research Plans, Creating Personas, Analyzing User Data, User Interviews, Conducting Usability Testing, Presenting Research Findings, Competitive Analysis

**Tools:** Figma, Adobe Photoshop, Lightroom, Sketch, Adobe XD, Notion, Hot Jar, Jira, Miro, Webflow, Framer

**Soft Skills:** Collaboration on Cross-Functional Teams, Empathy, Team Building, Communication, Stakeholder Management, Brand Strategy, Sales, Mentorship, Listening, Note Taking, Organization, Customer Facing Skills, Complex Problem Solving Adaptability, Flexibility, Public Speaking, Leadership