

ELLIOT VIAN

PRODUCT EXPERIENCE DESIGNER

614-580-1755 / elliottvian@gmail.com / elliottvian.com / Columbus, OH

WORK EXPERIENCE

INNOVATION CONSULTANT

MAY 2026 – PRESENT

ComResource - Cardinal Health / Dublin, OH

- Contribute to human-centered innovation across healthcare logistics, cold chain, and service experience initiatives, translating customer needs into clear business opportunities for OptiFreight Logistics.
- Synthesize interviews, stakeholder input, and concept testing into insight frameworks, opportunity areas, assumptions, and product/service recommendations.
- Create concept visuals, wireframes, storyboards, and service scenarios to align stakeholders around validated product and service opportunities.
- Help define research objectives, organize concept feedback, and translate qualitative findings into actionable design priorities.

SENIOR DESIGNER, UX & MOTION

JUNE 2023 – NOV 2025

WD Partners / Dublin, OH

- Led UX, visual, and motion design for Purina's LAB9 innovation center, supporting customer storytelling and a 53% YoY increase in retailer engagements.
- Designed user flows, interface concepts, and high-fidelity prototypes for Nestlé Coffee & Beverage's B2B sales tool, contributing to \$2M+ in additional revenue.
- Partnered with strategists, developers, designers, and client stakeholders to explain design rationale and deliver cohesive digital, physical, and communication experiences.

ASSOCIATE MANAGER OF VISUALIZATION

AUGUST 2018 – JUNE 2023

WD Partners / Dublin, OH

- Directed 3D, AR, and VR visualization work that translated complex environments and product systems into clear future-state narratives.
- Improved visualization systems, interaction patterns, and workflows, increasing consistency across brand, digital experience, and cross-functional teams.
- Led interactive video-wall design for financial tools, using information architecture and guided flows to help users navigate complex decisions.

VISUALIZATION SPECIALIST

JULY 2016 – AUG 2018

WD Partners / Dublin, OH

- Built 3D models, animations, and early interaction prototypes that clarified design intent and supported journey validation.
- Turned sketches, CAD models, and early concepts into visual assets for stakeholder review and product/service decision-making.

UX & MOTION DIRECTOR

AUG 2016 – PRESENT

Guesswork Studios / Columbus, OH

- Lead UX/UI design and motion graphics for an independent narrative-driven VR studio.
 - Design immersive interfaces and interaction prototypes to improve gameplay clarity and usability.
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EDUCATION

OHIO UNIVERSITY

Bachelor of Science in Communication

Digital Media, Special Effects, Games, & Animation

Athens, OH

ADDITIONAL SKILLS

- Product Experience Design, UX/UI Design, Human-Centered Design, Product Discovery, UX Research, Insight Synthesis, Journey Mapping, Information Architecture, Interaction Design, Service Design, User Flows, Prototyping, Usability Testing, Data Visualization, Strategic Storytelling, Cross-Functional Collaboration
- Figma, After Effects, Premiere Pro, Photoshop, Illustrator, Unity, SketchUp, Enscape, Cinema 4D, Claude Code