

ELAINE SHULTZ

A NATURAL PROBLEM SOLVER WITH STRONG
PASSION FOR SIMPLIFYING COMPLEXITY

A values-driven, seasoned product designer with 20 years of experience.

Adaptable to embracing changing environments or requirements while maintaining a positive, problem-solving attitude under pressure.

An empathetic, active listener, strategic thinker, and collaborative team player.

A gritty determination, passion, and perseverance to address user needs, meet business goals, and get the job done.

EXPERIENCE

Jun 2017
Present

FABRICA COLLECTIVE

Co-Founder Experience Design | New York

- Manage client relations related to design and UX.
- Led product design and development, grounded in data.
- Mentor and manage the design team.
- Delivered increased business growth and sales for Fabrica clients.
- 100% client retention.

Jan 2016
Jan 2019

PUNTDIT CLUB

Head of Experience Design | New York

- Part of Pundit Club's core team for a soccer chat and predictions app.
- Led multi-market user research.
- Responsible for management and development of UX and the app's design.
- Managed communication with engineering and design teams.

Jun 2014
Dec 2015

ALPHABET INC.

Interaction Designer Level IV | New York

Product: Double Click for Publishers (DFP)

- Led interaction design efforts for several initiatives on DFP products, including native ads and live video ads.
- Collaborated with UX researchers, engineers, and project managers to create each product, meet user and business requirements within deadlines.
- Presented to larger Doubleclick teams critical milestones to get approvals and manage product expectations.

May 2012
Jun 2014

MCCANN

Experience Design Lead | New York

Clients: American Airlines, Food Network, General Mills, Merck, Coca Cola

- Recruited by CXO as the first team hire for the Experience Design Practice with a remit to integrate UX into the traditional advertising team structure.
- Conducted interviews and workshops to develop consumer journeys that informed and improved client brands' communication strategies and campaigns.
- Close collaboration with the strategy, social, creative, and engineering teams to develop effective digital strategies and products.

T: 917 476 3410
E: elaine.loves.nyc@gmail.com
<https://elaineck.com>

EDUCATION

MFADT MASTER IN FINE ARTS DESIGN & TECHNOLOGY

Parsons School of Design, 2003

ARCHITECTURE

National University of Mexico UNAM, 2000

CSS AND RESPONSIVE WEB DESIGN

Multiple courses on Udemy

A committed lifelong learner, I regularly take courses to ensure my skills remain up to date.

GOOGLE AD WORDS CERTIFICATION

Google platform

I took the course in order to understand the small business marketing journey.

LANGUAGES

English (fluent, spoken & written)
Spanish (fluent, spoken & written)
Italian (spoken)

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EXPERIENCE

Aug 2010 **ADOBE INC.**

May 2012 Senior User Experience Designer | New York

Clients: T-Mobile, Paychex, i3Cube, US Healthcare Department

- Created modular and scalable demos and solutions for enterprise clients integrating complex processes, salesforce-type applications, and Adobe products.
- Developed several stages of i3Cube, a clinical trial application that provides medical and scientific research information with multiple user views.
- Part of the core group to create a demo for the US government conceptualizing HBE, Health Benefit Exchange, an integrated solution to help citizens find the health insurance that best fits their needs in a single intuitive environment
- Created a modular and scalable solution to increase efficiency and reduce call time for the care reps at T-Mobile's call center services.

Feb 2007 **SAPIENT CORP.**

Aug 2010 Manager Information Architect | New York

Clients: WSJ, MarketWatch, Rolling Stone, Scripps Networks, DIRECTV, John Deere, General Motors, State Street Global Advisors

- Lead information architect with an SME role in Media & Publishing. Ranked among creative managers in the top 5-15% across the Sapient bulls team (NY, Boston, and Miami).
- Collaborated with business consultants, stakeholders, creative and developer teams in an agile environment.
- Developed key assets for strategy workshops, requirement gatherings, quantitative and qualitative user research.
- Developed UI design standard behaviors and design pattern libraries documenting interaction, rules, and system flows.
- Created deliverables including annotated wireframes, site maps, personas, competitive analysis & flows.
- Was requested by the WSJ internal team to collaborate directly with their creative team on developing templates for the launch of their first iPad app.

May 2005 **R/GA**

Feb 2007 Interaction Designer | New York

Clients: Lowes, SC Johnson, Target, Johnson & Johnson, Computer Associates

- Lead interaction designer for the SC Johnson account.
- Refreshed websites across multiple categories, from skincare to house care products, that resulted in multibillion dollar revenue growth.
- Sites include glade.com, scjbrands.com, scrubbingbubbles.com, skintimate.com, scentedoillightshow.com, offprotects.com, drano.com and cleanhomejournal.com.
- Day to day activities on other accounts - developed conceptual proposals, campaign ideation, design boards, wireframes and flows.

Aug 2003 **FREELANCE**

May 2005 Designer - Website builder | New York

Clients: Devi Kroell, Rene Pape, Deesh Designs, Carol Cohen Jewelry

- Developed a visual identity and coded the websites for businesses and artists.
- Created the product catalog and seasonal e-commerce website for Devi Kroell for 6 seasons.

Summer **VIZRT**

2002 Data Visualization designer | New York

- Part of a team that developed a visual color-coding system and iconography to organize the databases at the New York Stock exchange.

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AWARDS

DIYNETWORK.COM

- Interactive Media Award, Outstanding Achievement 2010
- HIVE Awards at SXSW, Honorable Mention User Experience 2010

HGTV.COM

- HIVE Awards at SXSW, Winner Architecture category 2010

TARGET "DESIGN FOR ALL"

- Cannes Lions Winner 2006
- Ad Tech Awards : Best Consumer Web Site

RENEPAPE.COM

- Opera Stuff site of the week 2003

THESIS PROJECT

- An interactive light installation, was exhibited for one year at the D&T Department of Parsons School of Design D&T Department of Parsons School of Design