Eliza Ash

UX/UI & Product Design

CONTACT

eliza-ash

elizaash.com

elizaash.ux@gmail.com

Experience

ALLEO

Product Designer | *2021 - Present (2+ yrs)*

- Managed end-to-end UX design as the first & only product designer for the SaaS platform adopted by Fortune 500 companies and government organizations, focusing on user-centric design principles.
- Leveraged rapid prototyping and iterative design approaches to adapt to a fast-paced, dynamic startup environment.
- Conducted user & competitive research, testing, user flow mapping, etc. to refine user experiences and align with user needs.
- Played a foundational role in establishing and evolving Alleo's brand identity, and social media presence. Built interactive presentations & experiences directly with the founding team and customers.
- Collaborated closely with C-suite, product management, & marketing to align design strategies with business objectives and user requirements.

INOV8.AI

Co-founder | *2022 - Present (8+ mos)*

- Co-founded ed-tech startup (currently in stealth mode) focused on creating an AI-enhanced virtual classroom.
- Led UX design and research team in creating an intuitive, engaging, and user-friendly intelligent classroom environment & built virtual classroom using low/no-code solution.
- Developed and implemented the brand identity, website design, and digital marketing strategies to effectively showcase the platform.
- Presented the project globally at conferences, including the World AI Cannes Festival in Cannes, France.

DCEXA

UX/UI & Marketing Intern | *2020 - 2021 (10 mos)*

- Established information architecture, wireframes, and prototypes for a medical dashboard software, showing an early commitment to UX design.
- Created marketing videos, social media posts, and infographics, exhibiting digital marketing and visual communication skills.
- Facilitated team projects & meetings, demonstrating leadership and project management abilities.

REMODEL HEALTH

Finance & Customer Care | *2019 - 2021 (3 yrs 8 mos)*
Marketing Specialist | *2017 - 2019*

- Coordinated trade-show appearances, managed direct communication with conference representatives, and creation of promotional materials.
- Led social media and email signature campaigns, demonstrating skills in digital marketing and audience engagement. (Full summary available upon request)

ELIZA ASH VISUALS

Photographer & Designer | *2017 - 2020 (3 yrs)*

- Managed and executed a variety of photography assignments, including weddings, business events, real estate, etc.
- Built relationships with clients, ensuring satisfaction through understanding and interpreting their needs effectively.
- Led all marketing initiatives, including the development of visual brand identity, including website portfolio & social media platforms.

References available upon request.

EDUCATION

Indiana University - Luddy School of Informatics, Computing & Engineering (IUPUI) | *2021*

- BS Media Arts & Science, Digital Marketing
- Human-Computer Interaction (HCI) Certificate
- Distinguished Scholarship, Dean's List

SKILLS

UX/UI Design
Digital Marketing
Branding
Project Management
Rapid Prototyping
User Research & Testing
Wireframing
Figma
Adobe Creative Cloud
HTML/CSS (Basic)

PRESENTATIONS & PUBLICATIONS

AAC&U Transforming STEM in Higher Ed
Arlington, Virginia Nov. 2022

World AI Cannes Festival
Cannes, France Feb. 2023

EdMedia + Innovate Learning
Vienna, Austria July 2023

Future Technologies Conference
San Francisco, CA Nov. 2023

VOLUNTEER

REACH 2 Month Internship
Addis Ababa, Ethiopia

NY Now - Ellilta Women at Risk
New York City, NY

LANGUAGES

English
Native

Spanish
Basic

Amharic
Basic

thank you!