

# Eliza Ash

UX/UI & Product Design

## CONTACT

 [eliza-ash](#)

 [elizaash.com](#)

 [elizaash.ux@gmail.com](mailto:elizaash.ux@gmail.com)

## Experience

### ALLEO

*Founding Product Designer | 2021 - Present (2.5+ 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,
- Built and managed design system, 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.
- Collaborated closely with C-suite, product management, & marketing to align design strategies with business objectives and user requirements.

### INOVA.AI

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

- Co-led AI ed-tech platform currently piloting at Indiana University & garnering international attention.
- Presented & published the project globally at conferences including AACE in Vienna, Austria, World AI Cannes Festival in Cannes, France., Future Technologies Conference in San Francisco, California, and more.
- 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.

### DCEXA

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

- Established information architecture, design system, 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)*

- Human-Computer Interaction (HCI) Certificate
- Bachelor of Science - MAS, Digital Marketing
- 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)

## PUBLIC SPEAKING & 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*