Eliza Ash

UX/UI & Product Design

CONTACT

- in eliza-ash
- 🌐 elizaash.com
- ✉ elizaash.ux@gmail.com

Experience

ADVERITY (VIENNA, AUSTRIA)

UX/UI Product Designer | 2024 - Present

- Built strong relationships with leadership, engineers, and product management to ensure alignment on the design vision.
- Led the UX efforts on the winning project of Adverity's AI Hackathon, continuing to develop and launch the feature, showcasing innovative applications of AI within the platform.
- Collaborated as the UX/UI designer within my pod, specializing in the Data Shares feature. Conducted extensive research on user flows and worked with the research team to create high-fidelity Figma prototypes for user interviews and testing.
- Assisted the VP of Design in fostering alignment across teams and reinforcing user-centered design strategies by contributing to the creation of a Design Principles Library.
- Partnered cross-functionally to ensure deliverables were informed by both user insights and technical feasibility.

ALLEO - VIRTUAL VISUAL CANVAS

Founding Product Designer | 2021 - 2023

- Managed end-to-end UX design as the founding product designer for Alleo's virtual whiteboarding and collaborative meeting tool, collaborating directly with users from 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.

INOV8.AI

Co-founder | 2022 - Present

- Co-led AI ed-tech platform 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 the brand identity, website, and digital marketing to showcase the platform.

DCEXA

UX/UI & Marketing Intern - Team Lead | 2020 - 2021

(Full summary available upon request)

REMODEL HEALTH

Finance & Customer Care | 2019 - 2021

Marketing Specialist | 2017 - 2019

(Full summary available upon request)

ELIZA ASH VISUALS

Photographer & Designer | 2017 - 2020

References available upon request.

EDUCATION

Indiana University - Luddy School of Informatics,

Computing & Engineering Indianapolis

- 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