

UX/UI & Product Design

ELIZA ASH

CONTACT

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ADVERTITY - UX/UI PRODUCT DESIGNER

Vienna, Austria
2024 - Present

- Design intuitive user experiences for Adverity's global B2B data integration platform, serving enterprise users across multiple regions and industries.
- Collaborate with an international team across Europe focused on the end of the data pipeline - e.g., destinations, data shares, and data warehouses.
- Conduct research, analysis, and prototyping to inform UX decisions aligned with company goals defined by key stakeholders.
- Bridge product goals with user needs by building relationships with engineering, leadership, and research.
- Partner cross-functionally to ensure deliverables are informed by both user insights and technical feasibility.
- Led UX design for a company-wide AI Hackathon-winning project, taking it from concept through launch.
- Assisted in the creation of a UX Principles Library in partnership with the VP of Design to improve cross-team alignment and uphold user-centered strategies.

ALLEO - FOUNDING PRODUCT DESIGNER

Indianapolis, IN, USA
2021 - 2023

- Managed end-to-end UX design as the first product designer for Alleo's virtual collaborative meeting tool, working directly with users from Fortune 500 companies and government organizations.
- 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.
- Built and managed Figma design system, focusing on user-centric design principles.
- Represented Alleo internationally at technology conferences - ISE Barcelona, WAICF Cannes, and Infocomm Las Vegas
- Played a foundational role in establishing Alleo's brand identity.
- Collaborated closely with C-suite, product management, & marketing to align design strategies with business objectives and user requirements.

INOV8.AI - CO-FOUNDER

Indianapolis, IN, USA
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 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.

REMODEL HEALTH

Finance & Customer Care
2019 - 2021
Marketing Specialist
2017 - 2019

ELIZA ASH VISUALS

Photographer & Designer
2017 - 2020

INTRALLECT DCEXA

UX/UI Intern + Team Lead
2020 - 2021

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

PUBLIC SPEAKING & PUBLICATIONS*

World AI Cannes Festival
Cannes, France

AAC&U Transforming STEM in Higher Education
Arlington, Virginia

EdMedia + Innovate Learning
Vienna, Austria

Future Technologies Conference
San Francisco, CA

VOLUNTEER

REACH 2 Month Internship
Addis Ababa, Ethiopia

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