

# ELISABETH S. FONDEN

Product Designer / UW Grad Student 3.94 GPA

📍 Seattle, WA

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## EXPERIENCE

JUNE 2021 - PRESENT

### Volvo, Mountain View - Product Design Intern

- Responsible for end-to-end product / service design in project for Mack Trucks, including implementation of UX research, design, testing, and presentations.

SEP 2019 - JUN 2020

### Decent, Seattle - UX Designer

- Led the UX design in 10+ projects over 9 months. Redesigned their **quote flow, broker/partner templates, and member portal**.
- I was responsible for competitor analysis research, sketches, wireframes, and high-fidelity prototypes optimized for **web, mobile, and tablet**.
- We saw **bounce rate** and **time on page** significantly improve after quote page redesign.

MAR 2017 - SEP 2019

### Pushpay, Redmond - Executive Assistant to the President

- Responsibilities included **data visualization** reporting, **designing investor decks**, and planning events for a team of 100+ people.
- I designed a monthly **company newsletter**, designing UI assets and writing copy.
- I was **mentored by the UX team** and given a practice task to design a mobile giving experience.

FEB 2016 - MAR 2017

### BECU, Tukwila - Senior Member Consultant

- Used **empathy, listening skills, and problem solving techniques** to help members with their financial burdens. Worked with personal, business, and investment **accounts & loans**.

## CURRENT GRAD PROJECTS

JAN 2021 - MAR 2021

### UX Researcher / WA Department of Health (WA Notify)

- Featured case study on University of Washington website:  
<https://www.hcde.washington.edu/designing-up/2021/wanotify>

OCT 2020 - DEC 2020

### UX Designer / AR Neighborhood Exploration

- Three teammates and I created a **mobile AR** experience to experience your neighborhood in a new and exciting way.

## EDUCATION

**M.S. Human Centered Design & Engineering**  
University of Washington (2020-2022), 3.94 GPA

**Certificate UX & Visual Interface Design**  
University of Washington, Seattle (2019)

**B.A. Communication**  
Northwest University, Kirkland (2014), 3.76 GPA

## SKILLS

**Research:** Competitor Analysis / User Personas / Affinity Mapping / Surveys / Interviews / Usability Testing / Focus Group

**Design:** User Flows / Sketching / Wireframes / Prototyping / Responsive Design / Redlining / Visual Presentations

**Programming:** (Basic) HTML, CSS, Python

**Programs:** Figma, Sketch, Adobe XD, Zeplin, InVision, Photoshop, Illustrator

## HONORS

**Globant, Seattle (2018)**  
Designed Logo and Presentation (Won 2nd Place at Hackathon)

**BECU, Tukwila (2016)**  
1st Place Net Promoter Score for Retail

**Northwest University, Kirkland (2014)**  
Communication Award  
Dean's List