



# Ellen Lawson (she/her)

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## EXPERIENCE

### soona

**Senior Product Designer** (December 2021–present)

Full-stack designer for a high-growth Series B startup that creates fast, virtual, and scalable eCommerce product photography solutions for SMBs through enterprise clients such as Crocs, P&G, and Amazon.

- Leads the design efforts from discovery to development in critical customer-facing areas such as: shoot prep (24% increase in task completion), booking, scheduling, payments (5% increase in conversion rate), chat, integrations, and AI-powered tools.
- Lead designer on AI-powered photo editor project—part of a transformative initiative to evolve soona from a service-based to a platform-based creative tech leader.
- Created and implemented soona's first design system.
- Agile workflow: works closely with cross-functional partners to define and execute projects efficiently. Contributes to sprint planning, scoping, and prioritization.
- Conducts user research and testing: leveraging insights to inform design decisions.

### fjorge

**UX/UI Designer** (May 2021–December 2021)

Design at a fast-paced digital agency.

- Drove redesigns, built from scratch, and added key features to websites for mid-sized to enterprise clients. Conducted discovery and prioritization workshops, establishing personas, site maps, wireframes and hi-fidelity mockups. Clients included healthcare, education and manufacturing.

### Shutterfly

**Digital Designer** Contract (April 2021–May 2021)

- Transformed ideas into compelling visual stories for social media.

### EVEREVE

**Digital & UI Designer** (July 2017–April 2021)

- Design and photo art direction for a fashion retail company with +\$300m in revenue LY.
- Led design for marketing and campaign website UI. Conducted A/B testing, created accessibility best practices.

**Freelance Style Photographer** Contract (January 2007–June 2018)

- Produced, wrote and photographed for both print and web platforms. Clients included: *NYLON*, *Essence*, *Citypages*, *Minneapolis Star Tribune*.

### Llewellyn Worldwide Publications / Midnight Ink / Flux Books

**Graphic Designer** (August 2003–July 2017)

- Designed book covers and collateral. Art directed freelance illustrators and photographers.

## EDUCATION

### Iowa State University

B.F.A, Graphic Design

### DesignLab UX Academy

(2020 – 2021)

## SKILLS & SOFTWARE

UX DESIGN • UI AND VISUAL

DESIGN • UX RESEARCH • FIGMA

AGILE • ADOBE CREATIVE SUITE

SKETCH • INVISION • B2B • B2C

SAAS • KLAVIYO • FLOWMAPP

JIRA • MAZE • ECOMMERCE

DESIGN SYSTEMS