



Ellen Lawson (SHE/HER)

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EXPERIENCE

SENIOR PRODUCT DESIGNER @ KROGER HEALTH (CONTRACT)

August 2024–Present

- Horizontal lead designer, driving strategic design efforts to align and unify disconnected parts of the Kroger customer journey.
- Created and designed a new navigation system and strategy for the pharmacy and health spaces on app and web.
- Currently working on a redesign of the Kroger app to elevate key customer missions—including health—and deliver a refreshed, modern visual experience.

PRINCIPAL PRODUCT DESIGNER @ RUBICONMD/CVS HEALTH

January 2024–August 2024

- Lead designer for a healthcare startup making specialty care accessible through virtual eConsults. Acquired by CVS Health.
- Leading research initiatives, iterating and optimizing the design system to scale, designing key features, mentoring team.

SENIOR PRODUCT DESIGNER @ SOONA

December 2021–January 2024

- High-growth Series B startup that enables virtual and AI content creation for solopreneurs, SMBs, and enterprise clients such as Crocs and Amazon.
- Led the design efforts for critical customer-facing features such as: AI-powered tools, shoot prep, booking, scheduling, payments, and chat.

UX / UI DESIGNER @ FJORGE

April 2021–December 2021

- UX/UI design at a fast-paced digital agency. Drove redesigns, 0-to-1, and added key features for mid-size to enterprise clients. Clients include healthcare, education and manufacturing.

VISUAL + UI DESIGNER @ EVEREVE

July 2017–April 2021

- Designer at a high-growth retail and eCommerce company. Designed eComm UI, digital marketing, email. Photo art directed for web and print.

CONTENT CREATOR / PHOTOGRAPHER @ NYLON, ESSENCE (CONTRACT)

January 2007–June 2018

- Produced, wrote, and photographed for both print and web. Clients included NYLON, Essence magazines, Minneapolis Star Tribune, CityPages

GRAPHIC DESIGNER @ LLEWELLYN

August 2003–July 2017

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

KEY ACCOMPLISHMENTS

Designed in-app navigation for a product with over 11 million downloads

Designed a new navigation system and strategy for the pharmacy and health spaces on Kroger.com and app

Designed an AI-powered photo editor 0-to-1

Simplifying photo editing for users, enhancing a new subscription product

Increased checkout conversion by 5%

Advocated for, then redesigned soona's key funnel checkout page; increasing page conversion by 5%

Designed and implemented soona's 1st design system

Built & scaled a design system from the ground up, slashing development time by ~50% and elevating collaboration and design consistency

EDUCATION

BFA, GRAPHIC DESIGN

Iowa State University

UX/UI CERTIFICATION

DesignLab UX Academy

SKILLS / TECH

UX DESIGN • PRODUCT DESIGN

UI AND VISUAL DESIGN

UX RESEARCH • AGILE

INFORMATION ARCHITECTURE

B2C • B2B • SAAS • BRANDING

DESIGN SYSTEMS • FIGMA