

Elliott Kane

UX and Digital Designer

I'm a designer with 7+ years of experience and a strong drive towards creating products and websites that are accessible, good looking, and most importantly data-backed and approved by real users. I have a well-rounded background from working in web design, digital branding systems, front-end development, product design. Full-time champion of user-centered design and UX research: as well as a part-time hiker, painter, and collector of fun facts.

Contact

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100 Main St Apt 330 Dover, NH 03820

Education

Kutztown University

BFA Communication Design
Interactive and Illustration
Concentration
2015

Skills

Figma
User Experience Testing
Adobe Photoshop
Adobe Illustrator
Adobe InDesign
Adobe AfterEffects
Sketch
HTML5
CSS
SCSS
Javascript
Visual Studio Code
Github

Experience

Senior UI/UX Designer @ GoTo

September 2020 - January 2024

Worked within a cross-functional agile team to support GoTo's web eCommerce experience across its diverse product portfolio. Most recently spearheaded a complete revamp of Grasshopper's web design system and UI in Figma. Regularly conducted UX research using tools like UserTesting and Optimal Workshop, shaping user-centric design solutions that boosted conversion and MQLs (the latter by 25%). Supported marketing initiatives such as feature releases, partner programs, and promotions.

UI/UX Designer @ LastPass

May 2020 - September 2020

Contracted with LastPass to help evolve their online B2B and B2C experiences, as well as bolstered the user journey from top to bottom of funnel through new SEO and feature pages. Ran extensive usability testing to create qualitative and quantitative data-backed IA for navigation and footer.

Graphic Designer at Embark Veterinary

June 2018 - March 2020

Designed and improved the experience of essential pre-purchase pages to boost conversion and nurture prospects down the funnel to purchase. Created interfaces for new product features in the web application, including Embark's canine relative finder and DNA kit upgrade flows. Designed for multi-channel campaigns for holidays and major sales across Facebook, Instagram, Google Display, email, and more.

UI/UX Designer at Excellis Interactive

Jan 2016 - May 2018

Designed user interfaces for SaaS B2B and B2C platforms including Hybris and SAP UI5. Tasks included wireframing, designing user interfaces, creating presentations, and assembly of pitch work for clients such as Home Depot and NBC Universal. Ample UX experience in user testing, integrating client feedback, and rapid prototyping in Bootstrap with clients such as Mohawk Flooring and Grainger.