

# Elena Bulthuis

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## SKILLS

**DESIGN TOOLS:** Figma, Mural, Marvel, Canva, SketchUp, Adobe Photoshop & Illustrator, Google Suite, WordPress

**DESIGN SKILLS:** Journey Mapping, Wireframing, Prototyping, Personas, Content Strategy, Information Architecture

**LANGUAGES:** English, German, French, HTML, CSS, and some Javascript

**RESEARCH TOOLS:** Qualtrics, Typeform, Google Forms and Analytics

**RESEARCH METHODS:** Interviews, Surveys, Heuristic Evaluations, Usability Testing

**OTHER:** Microsoft Office Suite, WCAG Accessibility Guidelines, JIRA, Asana, Agile

## EXPERIENCE

### UX Strategist & Content Manager, Unreal Estate | July 2022 - Current

- Achieved a cohesive and user-centered brand experience across web and social media assets by conducting stakeholder interviews to identify feasibility constraints used to inform high-fidelity mockups using Figma that guided the build for the engineering team.
- Tripled traffic rate by implementing data-driven strategies to enhance user engagement and site navigation, conducting thorough on-site SEO analysis and heuristic evaluations.
- Reduced content audit timeline by designing company content tracking system and training new hires in the company's CMS, while ensuring the content of 800+ web pages is accessible, optimized, and relevant.
- Designed user-interaction task flows for an upcoming Student Ambassador program using Figma, partnering with business leaders to emphasize intuitive design and align with company goals.

### Au Pair & English Tutor | August 2021 - June 2022

- Honed exceptional communication and time management skills through immersion in a German-speaking environment and simultaneously taught English to children.

### UX Designer, VIM Magazine | September 2019 - May 2021

- Collaborated with 11 designers on affinity diagrams, personas, wireframes, and prototypes on Figma and prepared qualitative feedback from 50+ users to generate a more intuitive and accessible website.
- Introduced consistency in team deliverables by implementing persona templates and organizing an affinity diagram on Figma, which enabled a more cohesive understanding of 12 personas and minimized the user research process to 4 weeks.
- Pioneered the research of 250+ readers through designing surveys, authoring community profiles and competitive analyses to present to Editors-in-Chief, leading to strategic shifts in design decisions and a 20% increase in readership.

### UX Designer, Talent Courtyard | September 2020 - December 2020

- Completed a total redesign within a tight 6-week timeline by managing site usability and accessibility, leading a cross-functional team to streamline the workflow and effectiveness of the design process.
- Enhanced user experience by optimizing site navigation through heuristic evaluations, copywriting, UI improvements, low fidelity mockups, and close collaboration with software engineers.
- Conducted user research and implemented client feedback surveys, gaining valuable insights to solve user problems and improve the company's workshops and services.

### Administrative Assistant, MSU Engineering Dev. & Alumni Relations | April 2019 - Jan 2020

- Systematized reports to mail acknowledgments and process donations through mail merge, data entries and pulls.
- Coordinated with cross-functional teams to ensure timely execution of weekly duties and special projects.
- Led training sessions for new hires, demonstrating Microsoft Office functions and navigating the development database system.

### Teach Access | May 2019

- Devised a proof of concept for a mobile app that would help flag emoticons over text for people with cognitive disabilities, noting the positive outcome for all users, and presented our idea to leading tech companies including Google & Apple.

## EDUCATION

### Michigan State University | Sep 2017 - May 2021

- Bachelor of Arts: User Experience Architecture and French — 3.67 GPA
- French Language Exchange at Université François Rabelais in Tours, France
- **COURSES OF NOTE:** Content Strategy, Information Design, Technical Communication, Digital Rhetoric, Researching Experience, Information Architecture, Computational Thinking, Experimental Design Practices, Advanced Web Authoring