ELENA BULTHUIS

USER EXPERIENCE DESIGNER

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PROFESSIONAL SUMMARY

I am a dedicated UX Designer with 5+ years dedicated to transforming user engagement on e-commerce and corporate websites. By prioritizing user needs and business goals from the outset, I ensure that every project is executed with precision and high quality, eliminating the pitfalls of rushed decisions and costly rework. My proficiency in Figma, coupled with a deep understanding of accessibility principles, enables me to deliver impactful design enhancements that yield measurable results. I am passionate about creating innovative and accessible user experiences that truly inspire and connect with users.

EXPERIENCE DETAILS

Digital Experience Manager

Fortune Brands Innovations | January 2024 – Current

- Spearheaded the documentation of FBIN UX Guidelines, to outline design standards for components, accessibility, and responsive design; integrated into company-wide design system to safeguard best practices across all digital projects.
- Developed custom site map for HouseofRohl.com to track key metrics and identify opportunities for UX improvements, leading to the redesign of several key pages and increased user engagement and traffic.
- Optimized e-commerce experiences by detailing mockups and interactive prototypes in Figma for Moen's Flo websites, tailoring user journeys to stay competitive in the market, address business leaders' objectives, drive sales, and improve site functionality.

UX Strategist & Content Manager

Unreal Estate | July 2022 – December 2023

- 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 establishing 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.
- Devised 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.

User Experience 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.

User Experience 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.

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 & French
- French Exchange at Université François Rabelais

TOOLS

Figma • Mural • Miro • Marvel • InDesign • Photoshop • Illustrator • Shopify • SAP Edit • WordPress • German • French • HTML • CSS • JSON • Qualtrics • Typeform • Google Analytics • Fullstory • JIRA • Confluence