

ELEANOR NESBIT

UX Designer | Seattle, WA | eleanornesbit.com

PROJECTS

Talus | Advised by REI Co-op

APRIL - AUGUST 2019

A dashboard and work platform to help park rangers see actionable data and plan their work seasons.

- Conducted primary and secondary user research including interviews and contextual inquiries.
- Designed mid and high fidelity screen mockups and prototype tested them on forest rangers.
- Compiled and designed research report and design specification.

Hacking STEM | Advised by Microsoft

JANUARY - MARCH 2019

A hands-on middle school science lesson that incorporates Arduino + Processing to teach kids about global warming.

- Evaluated and refined design through lab testing sessions with children, as well as prototype testing with teachers.
- Designed and laser cut prototypes.

Juneau | Advised by Premera Blue Cross

AUGUST - DECEMBER 2018

An online platform for dads to learn from each other and share resources on parenting.

- Designed key interaction flows and information architecture.
- Coded interview data and synthesized findings.
- Created high fidelity mockups of final screens.
- Ran usability testing to refine final UI design.

EXPERIENCE

Sr Digital Marketing Coordinator & Graphic Designer

CET Academic Programs

JANUARY 2015 - JULY 2018

- Optimized website layout and content by analyzing data derived from Google Analytics, Google Tag Manager, A/B tests, click heatmaps, and remote user tests.
- Led design of new High School Division webpage build, reorganized site structure to accommodate new division.
- Built and maintained all web pages for new programs.
- Designed all print collateral for sales team.
- Built out 20 drip automation email campaigns.
- Managed and hired Marketing Intern.

EDUCATION

Master of Human-Computer Interaction + Design

University of Washington | 2019

Certificate, UX Design

General Assembly | 2017

B.A., Political Science

Colorado College | 2014

DESIGN SKILLS

Ideation
Information architecture
Interaction design
Interaction flows
Journey mapping
Personas
Prototyping
Service blueprints
Sketching
Storyboarding
Wireframing

RESEARCH SKILLS

Cognitive walkthroughs
Contextual inquiry
Cultural probes
Semi-structured interviews
Task analysis
Usability testing

TOOLS

Sketch
Figma
Illustrator
InDesign
InVision
Photoshop
Principle
Google Analytics