

Charles Elliott

USER EXPERIENCE / PRODUCT DESIGN LEADER

Portfolio: CharlesElliottDesign.com

516 N 85th Street
Broken Arrow, OK 74014
540-808-7438

UIUXrules@gmail.com
linkedin.com/in/charleselliottdesign

ABOUT

I'm a design professional with over 10 years of expertise in user experience and product strategy. The best part of my journey has been mentoring and connecting teams, building an environment where ideas and creativity thrive. I've achieved meaningful growth in E-Commerce, SaaS solutions, Mobile apps and Enterprise platforms. I consider myself fortunate to have a career that allows me to pursue my passion while inspiring others to do the same.

EXPERIENCE

Director of User Experience

Highland Ag Solutions | Mulberry, Florida (Remote) | **Aug 2021 – Jun 2024**

- Led the enhancement of existing features and new SaaS products, resulting in a 37% decrease in customer compliance issues and significantly increased user satisfaction metrics.
- Developed multiple design systems and cultivated cross-team collaboration that optimized the product development cycle, and reduced design inconsistencies.
- Orchestrated initiatives that guaranteed all Highland Hub products met ADA standards, contributing to greater accessibility and engagement for diverse customer groups.
- Partnered with product and engineering teams to convert complex business requirements into intuitive user-focused designs, leading to a 14% increase in average user audit scores.

Director of User Experience

Ashley Furniture | Tampa, Florida | **Jul 2020 – Aug 2021**

- Managed a team of 8 UX Designers, 2 Web Content Managers, 1 UX Copywriter, and 1 Project Manager, and during my 4 year tenure from 2016 to 2021, E-Commerce revenue grew from \$62M to \$798M (1187.10%).
- Spearheaded the redesign of AshleyFurniture.com and native mobile apps, driving a 25% increase in user engagement metrics through A/B testing and user feedback sessions.
- Created roadmaps and customer journey maps, aligning user needs with ROI strategies for new features, resulting in favorable business outcomes.
- Oversaw the development of a breakthrough logistics app that boosted customer delivery times by 42%, significantly enhancing customer satisfaction and operational efficiency.

Senior Manager, User Experience

Ashley Furniture | Tampa, Florida | **Jul 2018 – Jul 2020**

- Directed a team of 5 UX Designers, 1 Product Manager, and 1 Copywriter, while contributing as a team member on key projects.
- Successfully guided the UX team and 4 developers in building Ashley Furniture's first native mobile app for both Android and iOS platforms.
- Deployed data-driven design models to revamp product detail pages (PDP), resulting in a 37% increase in user satisfaction within targeted test groups.
- Organized design sprints and "lunch & learns", open to all for sharing UX principals and terminology to provide clarity and alignment around common goals.

Senior UX Architect

Ashley Furniture | Tampa, Florida | **Nov 2015 – Jul 2018**

- Mentored UX Designers in one-on-ones and team building sessions, achieving a 27% improvement in project completion times from enhancing skills and team cohesion.
- Conducted user research and testing to produce low and high-fidelity wireframes, resulting in improved user navigation and overall performance.
- Refined the checkout process to reduce cart abandonment rates by 1.4%, contributing to increased overall sales and elevated product usability with engaging new features.
- Designed creative assets such as custom iconography and illustrations for furniture dimensions.

Senior Analyst, UI/UX

ConocoPhillips | Bartlesville, Oklahoma | **Jul 2013 – Sep 2015**

- Established the UX department and pioneered the company's first design system to streamline processes, providing design consistency, and reducing development time.
- Developed and implemented a comprehensive UX strategy for data-intensive enterprise applications, enhancing user efficiency by 30% through optimized workflows.
- Facilitated user interviews and prototype testing throughout UI development, yielding actionable insights that boosted employee satisfaction by 22%.
- Collaborated with the Emerging Technologies team to evaluate new product viability, aligning business needs and increasing project success rates by 8%.

Web Designer

Moffitt Cancer Center | Tampa, Florida | **Mar 2011 – March 2013**

- Managed content for moffitt.org, boosting website traffic and user engagement.
- Maintained three additional WordPress websites, ensuring consistent branding and achieving a 12% increase in site visits.
- Expanded Moffitt's social media platforms, increasing follower engagement and trained colleagues on the Sitefinity content management system.
- Aligned efforts with research departments, improving research contributions and streamlining each group's ability to share information.

Interactive Graphic Artist

Tampa Bay Buccaneers | Tampa, Florida | **Mar 2007 – Feb 2011**

- Aligned with Web Developer to launch 2 new team websites within 4 years, achieving a 37% increase in engagement and fan interaction.
- Created a new ticketing micro-site using data analysis, streamlining the ticket purchasing process and increasing season ticket sales.
- Designed game day animations for the Jumbotron, enhancing the fan experience, while increasing social media buzz by 15%.
- Facilitated bringing 3D work in-house by learning 3DS Max and reducing the football season department budget by \$237k.

EDUCATION

BACHELOR OF ARTS | Graphic Design

Winthrop University - Graduated 2002

CERTIFICATION | Web Design

University of South Florida - Completed 2013

SKILLS

- Axure RP
- Figma
- Design Systems
- Adobe Creative Cloud
- Product Design
- Prototyping
- Wireframing
- Agile Methodologies
- Azure DevOps
- Lean UX
- UX Analytical Tools
- E-Commerce
- Human-Centered Design
- UserTesting.com
- HTML/CSS
- Design Thinking
- Usability Research
- WCAG & ADA Compliance

HONORS

- 2024 Advisory member for Customer Experience (CX) program at the University of Oklahoma
- 2023 Ag Breakthrough Award for Analytics Innovation of the Year
- 2006 ADDY Award - Online/Interactive - Hasbro Transformers Cybertron Primus
- 2004 National Conventions and Visitors Bureau Award for Destination Charlotte newsletter
- 2002 National Deans List