Charles Elliott
User Experience & Product Design

Portfolio: CharlesElliottDesign.com

Cornelius, NC
540-808-7438

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

ABOUT

Design leader with 10+ years of expertise in user experience and product strategy, driving growth across E-Commerce, SaaS, mobile, and enterprise platforms. Skilled in mentoring teams and fostering collaborative environments that fuel creativity and innovation, with a proven track record of delivering user-centered solutions that meets business objectives. I consider myself fortunate to have a career that allows me to pursue my passion while inspiring others to do the same.

SKILLS

- Adobe Creative Cloud
- Agile Methodologies
- Axure RP
- Azure Devops
- Design Systems
- E-Commerce
- Figma
- HTML & CSS
- Product Design
- Prototyping
- Sitecore
- Usability Testing
- WCAG & ADA Compliance
- Wireframing
- WordPress & Elementor

EXPERIENCE

Spectrum Brands

Digital Experience Designer | Remote   **Mar 2025 - Sep 2025**

- Led website planning and ideation to enhance consumer engagement and drive optimization.
- Analyzed data to recommend solutions for a best-in-class site experience.
- Delivered site engagement and conversion goals in collaboration with cross-functional teams.
- Built design systems, wireframes and prototypes to drive conversion goals.

CE Design (Freelance)

Lead UX Architect | Remote   **Jul 2024 - Feb 2025**

- Led end-to-end UX design projects for multiple clients, including user research, information architecture, wireframing, and prototyping to deliver intuitive, user-centered digital experiences.
- Collaborated directly with stakeholders to translate business goals into actionable design strategies.
- Conducted usability testing and user interviews to validate design decisions and optimize user flows.
- Produced detailed UX documentation, including user journey maps, personas, and wireframes, ensuring seamless communication and alignment across cross-functional teams.

Highland Ag Solutions

Director of User Experience | Mulberry, FL   **Aug 2021 - Jun 2024**

- Directed new SaaS product rebuilds, driving a 37% improvement in government audit scores.
- Led accessibility initiatives ensuring all Highland Hub products complied with WCAG and ADA standards.
- Collaborated with product and engineering teams to translate complex business requirements into intuitive, user-centered designs, boosting average user audit scores by 14%.
- Built a comprehensive design system and led UX research, user studies, and wireframing for the MarketWatch analytics platform, contributing to the product winning the 2023 AgTech Breakthrough Award for Analytics Innovation of the Year.

Ashley Furniture

Director of User Experience | Tampa, FL   **Nov 2015 - Aug 2021**

- Promoted two times during a six-year tenure at Ashley Furniture, advancing from Sr. UX Architect to Sr. Manager of User Experience, and ultimately to Director of User Experience.
- Started with a group of 5 reports as a Sr. Manager of UX, to growing a diverse team of 12 as a Director of User Experience, contributing to E-Commerce growth from $62M to $798M (2016–2021).
- Led the redesign of AshleyFurniture.com and new mobile apps, increasing user engagement by 26% through A/B testing and user research.
- Developed roadmaps and consumer journey maps, aligning user needs with ROI strategies to deliver measurable business outcomes.
- Directed the creation of a logistics app for delivery drivers that improved their times by 11%, elevating customer satisfaction and operational efficiency.

ConocoPhillips

Senior Analyst UI/UX | Bartlesville, OK   **Jul 2013 - Sep 2015**

- Established the UX department and introduced the company's first design system, ensuring consistency and reducing development time.
- Designed and executed a UX strategy for data-heavy enterprise applications, improving user efficiency by 30% through streamlined workflows.
- Conducted user interviews and prototype testing, generating insights that increased customer satisfaction by 22% per survey results.
- Partnered with the Emerging Technologies team to assess product viability, aligning business needs and raising project success rates by 8%.

Moffitt Cancer Center

Web Designer | Tampa, FL   **Mar 2011 - Mar 2013**

Tampa Bay Buccaneers

Interactive Graphic Artist | Tampa, FL   **Mar 2007 - Feb 2011**

EDUCATION

Winthrop University | Rock Hill, SC
Bachelor of Fine Arts | Graphic Design

York Technical College | Rock Hill, SC
Associate of Applied Science | Computer Science

PROFESSIONAL DEVELOPMENT

Scrum Alliance
Certified Scrum Master (CSM) | Jan 2025

University of South Florida
Web Design Certification