

Charles Elliott

User Experience & Product Design

Portfolio: CharlesElliottDesign.com

Charlotte Metro

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ABOUT

A 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 | Jira | Prototyping | SaaS | Sitecore | Usability Testing | WCAG Compliance | Wireframing | WordPress & Elementor

EXPERIENCE

Extra Duty Solutions

Product Designer | Huntersville, NC

Dec 2025 – Present

- Lead discovery-driven UX design through research and rapid prototyping to translate insights into measurable product outcomes.
- Design intuitive, accessible workflows for complex scheduling and financial SaaS applications across desktop and mobile platforms.
- Build and scale a design system in close partnership with front-end engineering, leveraging Tailwind components and WCAG 2.1 standards to pass strict government audits.
- Collaborate cross-functionally with Product, Engineering, and leadership to present evidence-based design decisions and advocate for user needs.

Spectrum Brands

Digital Experience Designer | Cornelius, NC

Mar 2025 – Sep 2025

- Led website planning and ideation sessions to enhance consumer engagement, streamline navigation, and drive ongoing site optimization.
- Analyzed behavioral data and performance metrics to recommend solutions that delivered a best-in-class, user-centered digital experience.
- Built scalable design systems, wireframes, and interactive prototypes to support rapid iteration and optimize conversion pathways.
- Designed and implemented AI-powered chatbots to improve user support, streamline customer interactions, and reduce friction in the purchase journey.

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 – Jul 2021

- Promoted twice during a six-year tenure at Ashley Furniture.
- Started with a group of 5 reports to growing a diverse team of 12 that contributed 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

Jun 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.

Moffitt Cancer Center

Web Designer | Tampa, FL

Mar 2011 – Mar 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 content management system.
- Aligned efforts with research departments, improving research contributions and streamlining each groups ability to share information.

NFL Tampa Bay Buccaneers

Interactive Graphic Artist | Tampa, FL

Mar 2007 – Feb 2011

- Aligned with Web Developer to launch new team websites, 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 and updated website on game day.
- Facilitated bringing 3D work in-house by learning 3DS Max and reducing the department budget by \$237k.

EDUCATION

Winthrop University | Rock Hill, SC

Degree: Bachelor of Fine Arts

Field of Study: Graphic Design

York Technical College | Rock Hill, SC

Degree: Associate of Applied Science

Field of Study: Computer and Information Science

PROFESSIONAL DEVELOPMENT

Certified Scrum Master (CSM) active through Jan 2027

Awarded by: Scrum Alliance

Web Design Certification

University of South Florida