Elizabeth Ropp

Digital Product Designer

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Education

Wake Forest University

English & Studio Art

Bachelor of Arts, May 2013

Community

Guest Instructor

Covenant College

Mar. 2019

Board Member

AIGA Chattanooga

Feb. 2015 - Feb. 2017

Skills

Product Design

UX/UI design

Prototyping

Design workshops

Usability testing

Design systems

Tools

Figma

Sketch

Whimsical

Development

HTML/CSS

Github

Experience

Design Lead & Product • Spokestack

Oct. 2019 - Now • Remote

- Lead UX/UI design from 0 to 1 for Worbler AI and Spokestack platforms
- Define and maintain design systems
- Conduct usability testing and competitive product analysis
- Deploy related data and creative assets to Github

UX & Product Designer • Pylon AI

Mar. 2017 - Oct. 2019 • Remote

- Designed UX/UI from 0 to 1 for Tasted, The Bartender, Radiobrain, and internal tools
- Led design workshops for cross-platform products and new feature ideation
- Conducted user research, interviews, and usability testing
- Established design-driven process

Interactive Designer • Smart Furniture

Sep. 2015 - Mar. 2017 • Chattanooga, TN

- Optimized UX/UI for e-commerce website
- Designed cross-channel marketing assets

Graphic Designer • McCallie School

Sep. 2013 - Sep. 2015 • Chattanooga, TN

- Redesigned website and alumni magazine
- Designed branded collateral including infographics for various campaigns