

Elizabeth H. Craddock

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PROJECTS

Landscape Inc Website— UX/UI Designer, *Seattle, WA*

Sept 2023 - Present

Revitalized a website for a landscape company by utilizing user testing to ensure the site drove users to the service page and contact forms. Created seamless responsiveness and modernized design. Effectively showcased the company's services led to an increase in customer engagement and conversions.

Veggie Buddy App— UX/UI Designer, *Seattle, WA*

January 2023 - June 2023

Created an app that guides users to eat more nutritionally rich foods by creating scheduling around cooking and meal prepping. Successfully designed a promising concept that led users to success through easily navigable features and a clean layout.

MDM Painting Website— UX/UI Designer, *Seattle, WA*

September 2020 - January 2021

Designed a website for a house painting company that clearly led clients to service pages, contact forms and photo galleries. Created a scrolling layout with intuitive navigation and visually appealing examples of previous work. Crafted a user-friendly platform that produced a 500 percent increase in quotes for the company.

PlayCreation Website — Head of Graphic Design, *Burien, WA*

September 2016 - January 2016

As the Head of Graphic Design I utilized my freetime to edit and refresh the company website to create a modernized appearance and improve customer experience. I reorganized the pages into clearer categories and subcategories in the menu and added contact pages to the footer, resulting in higher demand for quotes and increased sales.

EXPERIENCE

UX Designer — Freelance, *Seattle, WA*

Jan 2019 - Present

Modernized and optimized outdated designs, infusing them with contemporary aesthetics and functionality, resulting in a more visually appealing and user-friendly product. Identified pain points and implemented solutions, streamlining navigation and improving overall usability through comprehensive user research and testing.

Merchandise Analyst — Nordstrom Corporate, *Seattle, WA*

September 2022 - Present

Partnered with suppliers and Buying Office to set up and maintain orders. Optimized inventory management, analyzed sales data, and forecasted demand. Collaborated with teams to develop merchandising plans, conducted sales and margin analysis, and contributed to pricing and promotion strategies.

SKILLS

Design

Storyboarding, Sketching, Wireframing, Prototyping, Mockups, Content Writing

Research

User interviews, Usability testing, Surveying, Competitive Analysis, A/B Testing

Tools

Figma, Figjam, REIM, RMS 14, Excel, Illustrator, Photoshop, Adobe ID, Adobe XD

CERTIFICATIONS

University of Colorado

August 2014 - May 2015

Technology Arts and Media

General Assembly

January 2021 - March 2021

Visual Design

University of Washington

January 2023-June 2023

UX and Visual Interface Design

LANGUAGES

Conversational and Written Spanish

EDUCATION

Scripps College

August 2010 - June 2011

Humanities Major

University of Colorado

August 2011 - May 2014

BA Humanities Major – Studio Art and Art History