

Moriah Ellig

509.999.1059

moriah.ellig@gmail.com

moriahelligdesign.com

experience

Wisetail

Lead Product Designer / January 2019 - present

Lead UX Designer / November 2017 - January 2019

- Hired and led cohesive, high-performing team of 4 product designers across two products
- Managed transition of all processes and projects to fully remote in March 2020
- Implemented standardized processes and rituals for team communication, feedback, and shared knowledge - daily standups, bi-weekly sprint planning and work estimation, weekly design reviews, and peer support on projects as needed
- Provided mentorship and growth opportunities for product designers at all levels through weekly 1-1 meetings, detailed skill assessments, growth plans and assignment of skill-building projects
- Led the design team in the creation, documentation and implementation of our design system, resulting in efficiency gains for the product team and front-end engineering teams
- Established and documented product principles that are in use today to guide key product decisions across product design and product management
- Strategically balanced project deadline commitments with the need for flexibility in product design discovery, leading to consistently on-time or ahead of time delivery of design work
- Coordinated with engineering leads and product managers on project timelines, scope, and delivery needs, before and after transitioning to cross-functional teams
- Communicated project status to executive team and cross-company leads, including risk factors and remediation steps for at-risk projects
- Played key role in feature assessment and prioritization for future product development in partnership with stakeholders and department leads

UX Designer / December 2016 - November 2017

- Defined and designed complete overhaul of the administrative tools for the Wisetail platform, including the restructuring of functionality for improved efficiency and the creation of new features
- Conducted discovery interviews, moderated user testing, and reviewed hundreds of pieces of client feedback in order to identify shared pain points in the legacy platform and experience
- Collaborated with engineering team as the sole designer to ensure feasibility and efficiency throughout the product rebuild
- Created new processes for progress tracking, asset delivery, and design QA
- Over 150 clients successfully migrated to the new platform with near 100% adoption
- Unveiled the new platform and presented a live demo as the keynote for Apex 5, Wisetail's client-focused annual conference

UI Developer / June 2016 - December 2016

- Partnered with the client support team to create sites for a variety of clients that reflect the look and feel of the client's brand, through the utilization of html and css

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experience
cont.

Humanitarian OpenStreetMap Team

Outreachy Intern - Web Design / December 2015 - March 2016

- Worked with a small team to redesign and realign the Humanitarian OpenStreetMap Team's (HOT) website with their goals and users
- Reviewed git issues and recorded discussions as well as interviewing volunteers and users to discover frustration areas on the current site
- Created wireframes, mockups and functional prototypes of webpages

OP/TECH USA & Neotech

Web Designer/Developer / September 2014 - October 2015

- Maintained and updated companies' current ecommerce websites and virtual servers while working on a design and usability refresh

Allen Yarnell Center for Student Success, Montana State University

Graphic Designer / May 2013 - May 2014

National Student Advertising Competition, District XI

2nd Place Team, Best Female Presenter, Best Non-Traditional Ad
Montana State University / 2013

tools,
strengths &
skills

strong bias towards action
breaking down complex, ambiguous problems
fostering collaboration and healthy communication
moving teams and products towards consistency

InVision
Sketch
Adobe suite
zeroheight

education

B.F.A. in Graphic Design

Montana State University, 2009 - 2013
Summa Cum Laude
Presidential Scholar / full four-year tuition with stipend