

Elizabeth Rennie

EXPERIENCE

Cengage

User Experience Designer 2022 – Present

- Designed and iterated Instructor experiences including introducing adoption, personalization, and more refined discovery workflows, resulting in a 56% increase in adoptions.
- Analyzed quantitative and qualitative data to create actionable insights, contributing to the development of designs.
- Collaborated closely with researchers to conduct user interviews, surveys, and usability testing to uncover pain points and inform design decisions.
- Collaborated with product managers and developers to implement responsive designs optimized for accessibility and usability.

Associate User Experience Designer 2020 – 2022

- Overhauled web marketing user experience and optimized for catalog search, global navigation, and sign-in, resulting in higher adoption and user retention.
- Created and iterated high-fidelity mockups and prototypes in collaboration with research team to deliver user-optimized experiences.
- Designed and built web component specifications, producing new CMS elements in collaboration with development team.
- Generated and enforced web brand guidelines, maintaining easy-to-use UI, accessibility standards, and responsive behavior.

ThriveHive

Website Designer 2019 – 2020

- Designed and developed bespoke websites from initial concept to launch for a portfolio of 20+ clients across various industries, delivering user-friendly functionality and visually compelling designs.
- Managed full project lifecycles for assigned website builds, coordinating timelines, milestones, and deliverables.
- Served as the primary client liaison, maintaining clear communication to align designs with client expectations and deliver projects on time.
- Created custom logos and branding assets to establish cohesive visual identities for clients.

617 Media Group

Graphic & Web Designer 2018

- Directed the design, development, and execution of branding, web, editorial, and advertisement materials for agency projects, ensuring alignment with client objectives.
- Oversaw up to four concurrent client projects, consistently delivering high-quality work within tight deadlines.
- Collaborated with account executives to recommend and implement web and graphic design solutions tailored to client goals and brand identity.

The Warren Group 2017 – 2018

Graphic Designer

EDUCATION

Lesley University

MFA in Visual Arts

2023

Suffolk University

BFA in Graphic Design

2016

SKILLS

Primary Skills

UX/UI, Accessibility (WCAG), Prototyping, User Research, Wireframing, Usability Testing

Tools

Figma, Adobe CC, Sketch, JIRA, Optimizely, Google Analytics, Hotjar

Technical

HTML, CSS, CMS Management

Soft Skills

Design Strategy & Planning, Cross-functional Collaboration, Agile & Iterative Design, Deadline Management

- Designed and produced event and tradeshow materials, including program guides, signage, and print and digital marketing assets, ensuring brand consistency and audience engagement.
- Developed and optimized web layouts while managing multiple WordPress sites to enhance functionality and user experience.
- Collaborated directly with clients to create impactful web designs and branded materials aligned with their goals and vision.