GRADI ELLIS
UX/UI DESIGNER

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PROFILE

About me, and a few thoughts on design:

Dedicated UX/UI professional with 9+ years of experience in creative, non-profit, and tech industries. Expert in collaborating with customers, users, and clients to develop innovative new products and content that is modern, collaborative, and intuitive. Keenly focused on marrying technological innovation with the human aspect of design. My super-power is my eagerness to learn and my ability to translate the messy into the meaningful. I embrace ambiguous and challenging problem areas as opportunities to build momentum and learn through experimentation.

TECHNICAL TOOLS

Adobe CS	HubSpot
Airtable	InVision
Asana	Jira
Balsamiq	Mailchimp
BOX	MS Suite
Dropbox	Notion
Emma Email	SASS
Facebook Ads	Sketch
Figma	Slack
Google Analytics	Webflow
	WordPress

SKILLS & COMPETENCIES

Agile Methodology
Design Research
Design Systems
Design Thinking
Enterprise Design
HTML & CSS
Information Architecture
Product Design
Rapid Prototyping
Responsive Design
Usability Testing
User Flow
Wireframing

PROFESSIONAL UX/UI & CREATIVE EXPERIENCE

Pioneer Creative (UX/UI Freelance)   Jan 2012-Present
Co-Founder and Lead Principal Designer

Notable Clients & Partners: *Google for Entrepreneurs Hub, Outbox, Kampala Capital City Authority, Nashville Entrepreneur Center, and Thistle Farms.*

Highlighted Project:
Weyonje Mobile Application / UX Consultant and Design Lead
I worked virutally alongside the team from Google for Entrepreneurs Hub, Outbox, based in Kampala, Uganda to develop a mobile app that would provide pit emptying services across the country thus creating 5,000 new jobs and majorly increased sanitation. I was responsible for aligning Weyonje developers and project managers to capture user requirements, designed multiple screen flows in lo-fidelity and high-fidelity prototypes, and ensured design implementation.

• Lead clients to apply UX/UI design to broader business strategy to achieve high-level business objectives across a variety of different industries from enterprise software solutions to international governments to nonprofits.

Cloud Development Resources   Feb 2020-July 2021
UX/UI Designer

• Developed user interfaces and interaction flows for 20+ software applications for various screen sizes; Responsible for information architecture, interaction, and visual design, prototyping, and user testing across web and mobile products.

• Conducted user research by identifying user habits, behaviors, obstacles, and wants/needs to inform website/product layout, feature set, and visual aesthetic that aligns with business objectives.

• Established UX goals, priorities, and deliverables to define product requirements and build roadmaps in collaboration with business stakeholders, product managers, and engineers.

• Lead discovery workshops with new clients to achieve maximum clarity across all stakeholders for the User Experience Design.

• Used design and development knowledge to provide a bridge from the design team to the development team.

• Established UX design as the first stage of all web and mobile application developments instituting a user-centered design approach.

• Provided design support during development and implementation; assist with QA to ensure designs are implemented accurately and are pixel perfect.

• Worked in tandem with technical experts who built the business logic, work-flows and processes that feed and consume information provided by the interfaces inside an agile development environment.

Nashville Entrepreneur Center
Marketing and Creative Lead

June 2014-July 2019
Jan 2016-July 2019

• Led a task force of 17 internal/external contributors to identify data-informed target markets, brand voice, and messaging; Earned a 20% increase in overall membership in 1 year ($30,000-worth of revenue).

• Generated and executed a user survey that earned 1,400 submissions to better leverage customer insights and user research to support prioritization initiatives and improve overall marketing efforts.

• Re-branded the 2018 NEXT Awards (650 attendees) and earned the first-ever sold-out event with the most applicants to-date by designing a new, foundational event logo, creating a website to process nominations/ applications/sales, and conducting all aspects of marketing, content design, and video production.

Creative Lead

June 2014-Dec 2016

• Pioneered and managed all logistics and marketing for Good Makers Market, a bi-annual event for social entrepreneurs (600+ attendees and 25+ vendors).

• Created the brand identity for 4 new core organizational program offerings and directed marketing for their launches to generate earned local/national media (Nashville Business Journal, Nashville Post, Inc, Google for Startups).

COMMUNITY

Kkumi Project
Co-Founder and Executive Director

Nov 2017-Present

• Establish the non-profit, oversee its operations, and mentor 5 US and 6 Ugandan core team members; Build the corporate brand presence, outreach and fundraising strategies, and fiscal/operational goals, generating $185k over 4 annual events ($85k this year).

UX/UI Mentorship with Google for Entrepreneurs, OutBox Hub (Uganda)
Volunteer Mentor

Feb 2020-Present

• Leveraged a blended learning approach via virtual and in-person panels and instructional sessions to share up-to-date UI/UX techniques and best practices.

EDUCATION

Nashville Software School
UX/UI Designer & Front-End Web Developer

Aug 2019-Feb 2020

• Participated in the intensive, full-time, 6-month software development bootcamp focusing on front-end development, UI/UX fundamentals, and problem-solving in a team environment.

• Produced visual and interactive designs using typography, layout, color, motion, and behavior.

University of Alabama
BA, Communication and Information Sciences

May 2012

Major: Public Relations
Minor: Psychology & Political Science