Elliott Kane

Senior UX Designer

I'm a designer with 9 years of experience and a strong drive towards creating products and websites that are accessible, good looking, and most importantly data-backed and approved by real users. I have a well-rounded background from working in web design, digital branding systems, front-end development, and product design. Full-time champion of user-centered design and UX research: as well as a part-time hiker, painter, and collector of fun facts.

Contact

ekanedesign@gmail.com
www.elliottkane.design
linkedin.com/in/elliottkane
(717) 673-5495

100 Main St Apt 330 Dover, NH 03820

Education

Kutztown University
BFA Communication Design
Interactive and Illustration
Concentration
2015

Skills

Figma

User Experience Testing

Adobe Photoshop

Adobe Illustrator

Adobe InDesign

Adobe AfterEffects

Sketch

HTML5

CSS

Javascript

Visual Studio Code

Github

Experience

Senior Designer, Web @ Embrace Pet Insurance
April 2024 - Present

- Collaborated with cross-functional teams to modernize our quote engine, with close attention to how the design system translates to partner brands and affiliates.
- Brought the quote engine into the current decade with a new design system and style guide, based on contemporary trends and best practices. This replaced a legacy design system with dependencies on the previous 2019 style guide.
- Most recently implemented a new streamlined quote process, boosting CVR by 1.2% and total insurance premium by 14%.
- Designed A/B tests for the quote engine, with a focus on incremental changes reactive to user behavior and testing data, boosting CVR by .5% YoY.

Senior UI/UX Designer @ GoTo
September 2020 - January 2024

- Worked within a cross-functional agile team to support GoTo's web eCommerce experience across its diverse product portfolio.
- Most recently spearheaded a complete revamp of Grasshopper's web design system and UI in Figma, boosting traffic by 5.5%
- Regularly conducted UX research using tools like UserTesting and Optimal Workshop, shaping user-centric design solutions.
- Boosted MQLs by 25% by designing a user-tested contact sales flow and form experience
- Supported marketing initiatives such as feature releases, partner programs, and promotions, lifting webinar and event signups by over 10%

UI/UX Designer @ LastPass
May 2020 - September 2020

- Contracted with LastPass to help evolve their online B2B and B2C experiences
- Bolstered the user journey from top to bottom of funnel through new SEO and feature pages, boosting traffic by over 10%
- Ran extensive usability testing to create qualitative and quantitative data-backed IA for navigation and footer.

Graphic Designer at Embark Veterinary
June 2018 - March 2020

- Designed and improved the experience of essential pre-purchase pages to boost conversion and nurture prospects down the funnel to purchase.
- Worked on essential A/B tests to soft launch new products and boost conversion by 4%.
- Audited key pages, correcting inefficiencies in page builds and boosting page load by 3 seconds and reducing bounce by 2%.
- Created interfaces for new product features in the web application, including Embark's canine relative finder and DNA kit upgrade flows.
- Designed for multi-channel campaigns for holidays and major sales across Facebook, Instagram, Google Display, email, and more.

UI/UX Designer at Excellis Interactive
Jan 2016 - May 2018

- Designed user interfaces for SaaS B2B and B2C platforms
- Streamlined the UX of SAP applications such as Hybris, reducing visual clutter by 33%
- Wireframed, designed user interfaces, and created presentations and pitch work for clients such as Home Depot and NBC Universal.
- Ample UX experience in user testing, integrating client feedback, and rapid prototyping in Bootstrap
- Lead $100K+ projects with clients such as Mohawk Flooring and Grainger.