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ELLEN DY

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EXPERIENCE

ROCKET MORTGAGE

Senior UX Designer // November 2021–Present

- » Lead design strategy to refine and streamline complex B2B mortgage loan experiences for brokers and lenders.
- » Determine design team processes that foster cross-functional collaboration with product, engineering, and business partners.
- » Mentor and nurture growth of design team members to help strengthen individual skills, promote a supportive team culture, and improve the overall business impact of the team.

CIGNA

Senior UX Designer // September 2019–November 2021

- » Determined design strategy for an ecosystem of tools that analyze cost and quality performance of networks, providers, and hospitals.
- » Created service maps to document processes and maintain to include changes in user behaviors as tools are developed and shipped.
- » Designed and tested hi-fidelity prototypes for tools intended to replace internal manual processes.

TARGET

Product Designer // March 2019–September 2019

- » Designed for the Target Circle loyalty program and guest profile experiences such as authentication and householding.

MERRILL CORPORATION

Product Designer // May 2017–March 2019

- » Led UX design for analytics and business intelligence tools within a virtual data room product geared towards corporate finance and investment banking.
- » Facilitated design research workshops to help determine product strategy for a cross-functional team.
- » Worked with a team to build a design system and component library.
- » Planned and conducted quantitative and qualitative user research.

NOETIC, INC.,

Junior Graphic Designer // September 2015–January 2017

SKILLS

LEADERSHIP

Project Management
Talent Development
Mentorship
Process Design

USER EXPERIENCE

Human Centered Design
Information Architecture
Interaction Design
Service Design
Visual Design
Rapid Ideation
Journey Mapping
Ecosystem Blueprinting
Prototyping
Wireframing
Usability Testing
Data Visualization

TEAM PROCESS

Lean UX
Agile Scrum
SAFe
Continuous Discovery

TOOLS

Figma
Lucid
Wrike
Airtable
Azure Dev Ops

EDUCATION

PRIME DIGITAL ACADEMY

*UX Certification // April
2017*

UMN: TWIN CITIES

*BFA—Graphic Design //
June 2014*