ELISA SEIJAS

Uruguayan/Spanish nationality

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WORK EXPERIENCE

Product Designer (Senior) | Rightmove
London, UK | Feb. 2022 – now

Sole Apps Designer at Rightmove, working in a cross-functional team of 14 owning the end-to-end design of our iOS, Android, and Tablet apps. Aside from Product Design, I am involved in strategy and in-depth data analysis to inform product decisions.

Ways of working
– Created an Apps specific Design System from scratch, including a bespoke icon library to be used also in web.
– Worked alongside the engineers in implementing the Design System using reusable components and common terminology.
– Established a design culture in the team, implementing processes and ways of working to improve team collaboration between design, engineering, and product. Including documentation, progress reporting and regular feedback sessions.
– Championed Product Design best practices across the wider design team. Gave talks about ways of working to encourage designers to improve collaboration, and integrate testing, data analysis, and documentation into designers' day-to-day work.

Highlights
– Redesigned the app architecture, implementing bottom nav and a new account page, increasing Account views by 120%.
– Owned the end-to-end design of Push Notifications for the first time in the app, achieving +60% leads and +30% time in app.

Product Designer | Innovation Group UK
London, UK | Dec. 2020 – Jan 2022

Worked along a team of 5 Product Designers in designing Gateway, a B2B and B2C platform for managing vehicle insurance claims.
– Designed both internal and customer facing products, including a repair tracking platform, a quoting interface, a repair booking system and a data analysis dashboard.
– Worked in squads with a Product Manager, Product Owner and 5 Full-stack Engineers following an Agile methodology.
– Owned the end-to-end design process, including presenting our designs and outcomes to stakeholders.
– Assisted the Design Manager by leading our weekly critiques, while also helping the team navigate their day-to-day challenges.

Website Designer & Developer | Freelance contractor
Montevideo, Uruguay | Mar. 2016 – Dec. 2020

Provided brand, design & website development services to clients from Uruguay and the US. My work included leading projects and managing contractors as per project needs, designing brands and graphic materials and building sites in HTML & CSS.
– Designed a skincare e-commerce website to be implemented by an external team of developers.
– Designed and developed a private aviation company site with a food ordering menu for an on-plane experience.
– Designed and developed portfolios for different industries, including my own (elisaseijas.com).

Senior Account Manager | ALM Corp.
Canada - Remote | Nov. 2016 – Nov. 2020

Started as a Project Manager working alongside 2 engineers in designing and developing websites. And was later promoted to a senior role, where I led a cross-functional team in improving UX, engagement and leads on e-commerce sites for Canada and US.
– Managed a portfolio of 20 accounts across different industries such as pharmaceutical, fintech, retail, fashion and beauty.
– Led a team of 6: 2 engineers, 1 UX writers, 1 designer and 2 SEO analysts, working towards our KPIs and company objectives.

Co-founder & Design Director | Soul Marketing Digital
Montevideo, Uruguay | Jan. 2015 – Feb. 2017

Agency offering design, web development and digital marketing services to +30 clients in Uruguay, Canada and the US. Some of our clients included Mercedes Benz, Toyota, Suzuki and La Tahona.
– Built an in-house team of 6 (1 designer, 3 account managers, 2 PPC specialists) and also worked with third-party contractors, development companies and marketing agencies depending on project needs.
– Defined our company processes in project scoping, budgeting, in-house/out-source analysis, design and project management.
– Drove the design vision of the agency, defining our product offering strategy and evaluating potential industries and markets.

EDUCATION

Postgrad in User Experience in the Design of Physical and Digital Products | FADU, UdelaR   Aug. 2020 – Oct. 2020
Bachelors in industrial design | FADU, UdelaR   Feb. 2011 – Sep. 2018
Front-End Development | Escuela CARNE   Mar. 2017 – Nov. 2017

TOOLS & SOFTWARE | Figma, Adobe suite, Sublime text, Miro, Google Analytics, JIRA, Confluence, Slack, Hotjar
LANGUAGES | Spanish: Native | English: Fluent | Portuguese: Advanced | French: Beginner