

Elizabeth Driver

Senior User Experience Designer

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Experience

UX Designer II

The Home Depot | E-Commerce Website & Mobile App | Jan 2024 – Present

- Enhanced the end-to-end design of the Product Details Page (PDP) experience, the primary conversion point on the website and app, by creating tailored, user-centered design solutions for both B2C and Pro customers
- Designed the company's first holiday promotional experience on the PDP, introducing an event countdown timer to spotlight sale items and drive urgency, contributing a record \$3.6M increase in Black Friday e-commerce sales
- Facilitated a full-scale redesign of the PDP product image gallery, conducting extensive user research and usability testing to identify pain points and enhance UI design, resulting in a significant reduction in bounce rates
- Optimized PDP accessibility, functionality, and visual consistency across products by redesigning 20+ features within Home Depot's scalable design system, driving an 11% increase in add-to-cart rates
- Developed high-fidelity design assets (prototypes, wireframes, annotated specs) and presented design concepts to leadership/stakeholders, gathering organizational alignment and coordinating seamless developer handoff
- Orchestrated recurring design-thinking sessions with cross-functional product managers, engineering, and business partners to ideate and iterate on PDP solutions, guided by user feedback and performance metrics

UX Designer I, Content

The Home Depot | E-Commerce Website & Mobile App | Nov 2021 – Jan 2024

- Streamlined high-friction, content-heavy user experiences across the website and app by leading user research to uncover pain points and redesigning user flows, improving clarity/usability and reducing time on task by 27%
- Composed a holistic UX content design strategy to guide users in discovering in-store clearance items across the online shopping journey, unlocking \$30M in potential revenue and recognized by executive leadership
- Designed a user-focused refrigerator fit calculator tool enabling customers to accurately measure their space and select the right appliance, addressing a key customer pain point and reducing major appliance returns by 31%
- Overhauled the B2C and Pro account menu design and structure by conducting user feedback sessions and usability testing to inform information architecture decisions, increasing page findability by 90%

Digital Marketing & UX Design Strategist

Georgia Institute of Technology (Georgia Tech) | Undergraduate Admissions | Dec 2019 – Nov 2021

- Redesigned the Undergraduate Admissions website with a user-focused approach, optimizing the information architecture and implementing an SEO strategy, resulting in a 44% increase in website engagement
- Increased first-year applications by 15% through developing and executing cross-channel marketing strategies and targeted email campaigns, boosting brand awareness among key audiences

Online Marketing Specialist

Planes Companies | August 2018 – December 2019

- Boosted company's social reputation through facilitating social media campaigns and instituting review site response protocols
- Led website, SEO, digital advertising, and lead-generation initiatives in collaboration with agency partners to enhance online brand positioning and visibility among target audiences

Skills & Tools

Skills: UX & UI Design | Product Design | Information Architecture | User Research | Journey Mapping | Wireframing | Prototyping | Usability Testing | UX Writing | Content Strategy | Design Systems | User Personas | Agile Methodology

Tools: Figma | Sketch | Adobe XD | Adobe Creative Suite | Jira | Confluence | Miro | UserTesting | Optimal Workshop | dscout | Quantum Metric | Google Analytics | Microsoft Office Suite

Education

BA in Communication and Information Sciences, Cum Laude | The University of Alabama