

# Carista Eliani

## Product Designer

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### EXPERIENCE

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#### UX Designer

Yaluna Design | United States | 2024 – Present

- Delivering user-centered solutions within health and insurance industries that optimize workflows and visualize complex data in a mobile and web environment.
- Collaborating with product managers and engineering teams to design tools that improve communication between customers and agents.
- Establishing and maintaining scalable design systems, ensuring consistency across applications and reducing development time.
- Conducting user research to gather feedback and ensure designs are driven by user insights.
- Developing high-fidelity design assets and mockups in partnership with technology teams to ensure smooth handoff and implementation.

#### Lead Designer and Brand Strategist

IFGF Conference North America | United States | 2023

- Established the conference brand guidelines, driving the look and feel of social media posts, virtual backgrounds for online participants, digital & printed materials.
- Led design strategy meetings, effectively communicating design ideas and ensuring adherence to brand standards by junior designers.
- Designed and implemented a responsive conference website, providing a seamless user experience and optimizing access to event details.

#### UX/UI Designer

Moxie Method | United States | 2020 – 2023

- Expanded client base by 12% through offering of new services such as UX/UI design, web development, illustration, and animation.
- Collaborated with founders, product managers, and developers, overseeing projects and acting as the primary client contact for 20+ clients.
- Designed a diverse range of products across multiple industries, including e-commerce, food and beverage, retail, and technology.
- Led the Figma rollout and facilitated the company's migration, delivering workshops, training sessions, and support to ensure a smooth transition.
- Developed accessible wireframing workflows for designers and non-designers, increasing team productivity by 10%.
- Created process and user flows, wireframes, journey maps, interaction models, and low to high fidelity prototypes.

### EDUCATION

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#### University of Washington MA

Master of Human Computer

Interaction + Design

#### Pratt Institute BFA

Communication Design

### SKILLS

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#### Design

User experience & interface design • Wireframing and prototyping • Design systems thinking • User journey mapping • Storyboarding • Information architecture • Responsive design • Interaction design

#### Research

Rapid prototyping for concept evaluation  
• A/B testing • Usability testing • One-on-one interviews

#### Collaboration

Project management and project lead • Design workshops organizer and speaker  
• Cross-functional collaborations with project managers, engineers, researchers, sales, marketing, and other designers

### TOOLS

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Figma

Adobe Creative Suite

Miro

Lottie

WiX Studio