

ELLIE MARSH

8001 Sandpoint Wy NE, Seattle, WA 98115

707-755-4986 — ellie.marsh27@gmail.com — [linkedin.com/in/elliemaarsh](https://www.linkedin.com/in/elliemaarsh) — [ellie-marsh.com](https://www.ellie-marsh.com)

Education

Bachelor of Science in Informatics (Data Science)

Graduating: June 2027

Bachelor of Science in Psychology

University of Washington, Seattle

Skills

Design Tools: Figma, Sketch, Adobe Creative Suite (AfterEffects, Illustrator, InDesign), InVision, Miro, Webflow/Framer

Design Skills: Design Systems, User-Centered Design, Interaction Design, Information Architecture, Systems Thinking, User Research, Usability Testing, Product Design, Visual Design, Motion Design, Micro-Interactions, Prototyping, Wireframing, Mock-Ups, Animated Prototyping, Iteration, Storytelling, Design Critique, Component-Based Design

Programming & Frameworks: JavaScript, HTML, CSS, TypeScript, React, Vue, Python

Data & Analysis: SQL, R, Data Visualization, Statistical Analysis

Soft Skills: Empathy, Curiosity, Cross-Functional Collaboration, Adaptability, Growth Mindset, Attention to Detail, Integrity, Self-Motivated, Design Critique, Feedback Integration, Problem Solving, Innovation, Reliability, Communication

Projects

Unfold Wellness Web App | *Figma, React, HTML, CSS, Javascript, Firebase*

June - August 2025

- Developed an end-to-end experience in a wellness web app, helping 100+ college students track mood, sleep, and productivity habits, reducing stress through personalized daily goals and integrated calming tools
- Rapid-prototyped a high-fidelity Figma interface and enhanced user engagement by storytelling through motion design and micro-interactions in Adobe After Effects, making the experience feel responsive and uplifting
- Implemented dynamic front-end functionality using React state and props, improving task completion rates and usability scores by 30% during two rounds of peer usability testing
- Collaborated in a 4-person team and led frontend development, ensuring all components matched our Figma design system for consistent branding

Digital Bulletin Board for Elderly Social Connectivity | *Figma, FigJam, Sketch, InVision*

Sept - Dec 2024

- Designed and performed rapid prototyping for a mobile app to reduce social isolation in older adults, applying human-centered design principles with large touchpoints, high-contrast visuals, and simplified navigation, boosting accessibility scores by 40%
- Conducted user research via 10+ user interviews and A/B tests with older adults and family members, iterating through 3 design sprints to refine user flows and improve ease of use
- Created wireframes and prototypes for iOS, Android, mobile web, desktop in Figma, maintaining a well-organized workspace in InVision and cutting iteration time in half during team collaboration

CerebralWire | *Figma, UX Research, Neuroscience*

May - June 2024

- Owned the creative concept and UX design of a medical brain implant device, addressing low attention span, over-consumption of media, low interpersonal connection, and rising addiction rates, enacting change on a societal level
- Focused on UX and neuroscientific research methodologies, including qualitative & quantitative data analysis, optimizing information delivery and an expected 150% improvement in content retention and overall quality of life in users
- Presented high-fidelity, pixel-perfect prototypes to stakeholders and iterated based on engineering and user feedback to align design intent with technical feasibility

Experience

UX/UI Designer/Researcher

Oct 2023 - Aug 2024

Eat Together

Seattle, WA

- Implemented a scalable, component-based design system with reusable UI components optimized for iOS and Android adopted across the product in Figma, allowing for scalability, improving consistency and cross-team delivery speed
- Ran 40+ user interviews and testing sessions to evaluate interaction flows, increasing user task completion rates by 25%
- Collaborated in weekly design critiques with 3 developers, 2 marketers, and 1 PM throughout the product development process, to implement designs, supporting efficient design hand-offs, articulating decisions, and supporting the app's launch

Digital Marketing Analytics Intern

June 2024 - Sept 2024

Mountaineers Books

Seattle, WA

- Managed content calendars across 3 social platforms, raising engagement rates by 15% while promoting book launches
- Designed 50 promotional graphics + print materials in Adobe Illustrator and InDesign, supporting marketing campaigns
- Communicated with stakeholders, shaping product strategy & improved how campaigns connected with readers
- Applied human-centered design to create visually consistent, on-brand experiences, designing interfaces aligned with brand identity and accessibility best practices