

# ELLIE MARSH

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## Education

### University of Washington

Grad: June 2027

Double BS: Informatics (Data Science) & Psychology

## Technical Skills

**Design/Front-End:** Figma, React, JSX, HTML/CSS, JavaScript, Design Systems, Interaction & Visual Design, Rapid Prototyping, Usability Testing

**Data & Analysis:** Python (pandas, NumPy), SQL, R, Data Visualization, Statistical Analysis

**Technologies/Tools:** Git/GitHub, VS Code, Adobe Creative Suite, Miro, Microsoft Excel, Webflow/Framer

## Projects

### Unfold Wellness Web App | *React, Vite, Firebase, Figma*

June 2025

- Built a React-based web app to help students track wellness habits, generate small daily goals, and access calming tools
- Implemented interactive features with React state and props, and deployed the project using Firebase
- Collaborated in a 4-person team, leading front-end development and styling to match designs created in Figma

### Digital Bulletin Board for Elderly Social Connectivity | *Figma*

Dec 2024

- Designed a mobile prototype to reduce loneliness in older adults, focusing on large touchpoints, clear visuals, and simple navigation
- Conducted interviews, usability tests, & A/B testing with older adults and their families to refine features like reminders, photo sharing, and video call buttons
- Iterated through multiple design versions, balancing accessibility with ease of use

### Event-Discovery Database | *SQL, Database Design, API Integration*

Dec 2024

- Designed a relational database and ERD to manage live event data from Ticketmaster's API
- Wrote SQL queries and stored procedures to optimize event search, filtering, and reporting
- Integrated external data into the database for real-time updates, supporting a user-friendly discovery experience

### CerebralWire | *Figma, UX Research, Neuroscience*

March 2024

- Owned the creative concept and UX design of an interactive Figma prototype, focusing on accessibility and global comprehension of neuroscience topics in an intuitive and engaging format. Mapped dopamine-driven neural circuits.
- Focused on UX research methodologies, including qualitative & quantitative data analysis, to optimize information delivery.

## Experience

### UX/UI Designer/Researcher

Oct 2023 - Aug 2024

*Eat Together*

*Seattle, WA*

- Designed and prototyped mobile app features in Figma, creating reusable components and layouts to make the interface more consistent and accessible
- Ran user interviews and testing sessions to refine interaction flows and improve the overall experience for a diverse group of users
- Worked closely with developers and product managers to hand off designs, explain decisions, and support the app's launch

### Digital Marketing Analytics Intern

June 2024 - Sept 2024

*Mountaineers Books*

*Seattle, WA*

- Built and managed content calendars across Instagram, Facebook, and TikTok to promote new titles and keep messaging consistent
- Tracked campaign performance with Google Analytics and platform insights, reporting on engagement, clicks, and conversions
- Shared recommendations with the team that shaped marketing strategy and improved how campaigns connected with readers