

# ELLIE MARSH

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## 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), Protopie, InVision, Miro

**Design Skills:** Product Design, UX/UI Design, Design Systems, User-Centered Design, Inclusive Design, Accessibility (WCAG, POUR), User Research, Usability Testing, Visual Design, Layout, Typography, Motion Design, Prototyping, Wireframing, Mockups, Rapid Iteration, Storytelling, Design Critique, Component-Based Design, Design Documentation

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

**Soft Skills:** Cross-Functional Collaboration, Growth Mindset, Creativity, Self-Motivated, Curiosity, Feedback Integration, Problem Solving, Adaptability, Detail-Oriented, Strong Work Ethic, Written & Verbal Communication, Organization

## 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

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

**Sept - Dec 2024**

- Led product design and 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

## Experience

**Framer Campus Ambassador**

**Dec 2025 - Current**

- Planned and facilitated hands-on Framer design workshops for 70+ students, teaching end-to-end portfolio and website creation (layout, typography, motion, publishing) while communicating workflows, agendas, and build steps to enable students to ship live sites.
- Partnered with Framer program leads to synthesize student feedback from events, demos, and 1:1 support, translating insights into actionable product feedback to improve clarity, usability, and adoption of student-facing tools.

**Marketing Intern**

**Dec 2025 - Current**

*Edelman & United Entertainment Group*

*Seattle, WA*

- Designed and refined campaign decks, social concepts, and visual narratives at Edelman and United Entertainment Group, translating brand strategy and audience insights into cohesive creative systems used for client presentations and cross-team alignment.

**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 to improve 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, & 1 PM throughout the product development process, to implement designs, supporting design hand-offs, articulating decisions, and supporting the app's launch

**Digital Marketing Analytics Intern**

**June - Sept 2024**

*Mountaineers Books*

*Seattle, WA*

- 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