

# ELIZABETH KING

UX Designer

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## SKILLS

### Design Tools

Sketch  
Adobe Illustrator  
Adobe XD  
Adobe InDesign  
Adobe Photoshop  
InVision  
Miro  
Mural

### Design Methods

Sketching  
Wireframing  
Prototyping  
Storyboarding  
Usability Testing  
User Research

### Research Methods

User Interview  
Expert Interview  
Journey Mapping  
Diary Study  
Surveys  
A/B Testing

## WORK EXPERIENCE

### Blackbaud - Charleston, SC

Senior User Experience Designer *July 2022 - Present*

User Experience Designer II *July 2021 - July 2022*

User Experience Designer I *August 2019 - July 2021*

- Working as Lead Designer for Academics, Blackbaud's K12 and Higher Ed SIS Solution, producing a +12 NPS score improvement over four years
- Working as Lead Designer for Blackbaud's K12 and Higher Ed LMS Solution
- Conducting and analyzing user research to understand user needs and preferences, driving design decisions
- Strategically using a variety of tools and methods to prototype and communicate designs
- Influencing product roadmap direction based on user research insights and forward-looking prototypes
- Supporting two development teams using an Agile framework and collaborating cross-functionality with product managers and developers to align design work with project goals

### Old National Bank - Evansville, IN

CX Intern *Summer 2018*

- Curated, recruited, conducted, and managed usability tests for OldNational.com to identify pain points and site navigation issues
- Developed customer journey maps for in-branch interactions and presented to company stakeholders
- Performed competitive analysis of the online account opening customer experience and created design mock ups with proposed changes

### New Hope Christian Church - Whitestown, IN

Design & Marketing Consultant *Summer 2017*

- Developed and implemented an organization-wide branding strategy using Adobe CS that directly affected all printed, digital, and online materials available to the 500 weekly attendees
- Designed new website and managed content transfer from previous website
- Managed training and on-boarding of all staff members, providing hands-on transition to the new CMS and digital tool suite

### Blackbaud - Charleston, SC

Product Marketing Intern *Summer 2016*

- Implemented new content and design for Luminate Online's landing and product pages
- Initiated and managed update of marketing collateral for Luminate Online
- Researched SEO best practices and implemented updated keywords in pertinent collateral

## EDUCATION

### Master of Science in Human Computer Interaction Design

Indiana University, Bloomington, IN

### Bachelor of Science in Informatics

Indiana University, Bloomington, IN

Minors: Business, Marketing

Graduated with High Distinction