



Elisabeth H Geddes

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PROFILE

As a seasoned visual designer with over ten years of experience and a master's degree in user-centered design, I love helping others visually communicate highly technical information to engage and influence their audience. My process starts with utilizing user experience design methodologies to understanding the projects needs and goals before diving into the design.

It's been my privilege to support companies in many different market sectors including; Apparel, Biotech, Design, Engineering, Finance, Social Media, and Software. After all these wonderful experiences, I am looking to join a company where we work as a team to develop high-impact aesthetically beautiful experiences across all touch points.

HIGHLIGHTS

- Overhauled the Salesforce [Getting Started Webinar Series](#) and [Workbook](#) to reflect the new brand look and feel while maintaining a unified single design narrative language across the 5-part series
- Named Interim Creative Director at Probitas Partners and ensured zero interruption to publication calendar despite added projects
- Developed a new user interface(UI) for our internal Wells Fargo team website, resulting in increased hit rates and upper-management recognition as the "design to strive for"

SKILLS

Graphic Design

Information layout sends messages to the audience that may or may not be intended. I pay careful attention to the details including typographic hierarchies, readability, space, color, tone, balance, and overall experience.

Presentation Design

I love working on presentations and believe they have the potential to engage any audience. I am comfortable managing all things related to the design and production of customer pitch decks, investor updates, and executive keynotes, including making recommendations about the most effective visual storytelling methods.

User Experience

Everything around us has an impact on our experience, and those impacts vary from culture to culture; these things are all taken into consideration when developing collaterals.

Organization and Self Management

Years consulting honed my time management and project juggling skills. I stay on plan and ahead of deadlines by utilizing the Scrum Methodology of Agile project management.

- **Adobe Creative Cloud:** InDesign, Illustrator, Photoshop, Acrobat
- **Presentation Design:** PowerPoint, Keynote, Google Slides
- **UI & Digital Design:** Sketch.app, OmniGraph, HTML, CSS
- **Microsoft Office:** PowerPoint, Excel, Word
- Cross Platform Mac & PC Proficient
- Digital Production
- Banner Ads
- Email Design
- Mobile & Web Design
- App Icons
- Branding
- Infographics
- Information Visualization
- Qualitative & Quantitative Research
- Usability Testing
- User Research
- User Experience (UX)
- User Interface Design (UI)
- Presentation Design
- Quick Reference Guides
- Exhibition Wayfinding
- Video Production

EXPERIENCE**EHGeddes Design, Freelance Designer, Oakland, CA****2008 – Present**

- Transformed more than 50 outdated highly technical Salesforce training presentations into sophisticated, customizable decks in 35 weeks
- Developed two infographics to visually explain Mouser's biotechnology advantage and updated entire investor pitch deck five days before a national biotech conference
- Mocked up over 15 icon design concepts with more than 100 variations for Facebook's new internal mobile application for their employee shuttle services

CLIENTS INCLUDE: Credit Karma, Frog Design, Salesforce, Facebook, AnswerLab, Mouser, Instinctif, Probitas Partners, George P Johnson, Computational Physics, Inc.

Renegade Couture, Founder & Designer, Oakland, CA**2009 – 2015**

Designed, manufactured, and distributed one-of-a-kind, handmade, up-cycled special event clothing for men and women

Wells Fargo, User Experience Researcher, San Francisco, CA**2006 – 2008**

- Educated the organization's understanding of their different types of global customers, any unique needs, and how best to serve them by facilitating the annual user research review
- Organized hundreds of qualitative and quantitative data performance metrics into a single, easy-to-read 11" x 17" Excel spreadsheet clarifying the team's activities to upper management
- Supported 4 project managers on 15 overlapping research studies from beginning to end along with the development of print and digital materials to disseminate key research findings

Retail Startup, Founder, San Francisco, CA**2004 – 2006**

Exploration of a retail space business idea; the incubation phase involved gaining first-hand retail management experience that ultimately resulted in letting go of the idea before making any major investment

Nike Inc., Design Research Consultant, Beaverton, OR**2003 – 2004**

- Identified five new product and segment development opportunities by observing trends, conducting primary research, and synthesizing the data into actionable recommendations
- Utilized quantitative and qualitative user research techniques to support existing project development and identify potential new opportunities for the Vision and Timing department
- Obtained management and athlete acceptance of innovative product concepts by compiling film-based research into a compelling story

EDUCATION**Masters of Design MDes.**

Institute of Design, Illinois Institute of Technology
Chicago, IL | 2003

Bachelor of Fine Art BFA

University of Southern California
Los Angeles, CA | 1997