Elise Ivory

LEAD UX DESIGNER & RESEARCHER

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DESIGNING FOR THE PERSON INSIDE THE SYSTEM

Lead UX Designer and Researcher who turns complex, high-stakes workflows into tools people can understand, trust, and use under pressure. Experienced across airline operations, payments, customer care, internal tools, and responsible AI. I lead work from problem framing and field research through interaction design, testing, delivery, and post-launch evaluation - translating real behavior and constraints into decisions product, engineering, operations, and leadership can act on.

25%	**5 + 3**	**7**
lower average handling time with human review intact	**agents and customers observed across a cargo payment journey**	**stakeholder interviews synthesized into a payment research baseline**

FOCUS: Enterprise UX | Mixed-method research | Workflow and service design | Responsible AI | Human-in-the-loop systems | Payments | Accessibility | Design systems | Executive storytelling

EXPERIENCE

Senior UX Designer & Researcher

September 2022 - Present

Photon InfoTech Inc. | Alaska Airlines

- Led UX research and design across customer care, payments, cargo, safety, and AI-enabled operational experiences, partnering with agents, customers, product, engineering, operations, and leadership.
- Led the end-to-end strategy for **CareConnect**, an AI-assisted letter-writing experience, from concept and an approximately eight-agent pilot through rollout and post-launch measurement. Average handling time fell from **13:29 to 10:05 - a 25% improvement** - while agents continued to review, edit, approve, and own every response.
- Led cross-device field research for the **Cargo Payment Portal**, observing five agents and three customers across the agent desktop, customer iPad, and payment reader; mapped handoffs, recovery paths, and trust breakdowns across the payment journey.
- Researched and redesigned the connected **Receipt and Inquiry** experiences - guest self-service and agent investigation. Interviewed five experienced agents and translated service failures, recovery work, and 16 UAT scenarios into clearer workflows and prioritized recommendations.
- Designed a controlled research approach for **QR Code Pay-by-Link** with six employee guest proxies, separating failed-payment recovery, successful payment, and trust signals so teams could see where time and confidence were being lost.
- Built the research foundation for **Atlas 2.0**, synthesizing seven stakeholder interviews into a shared view of needs, evidence gaps, operational dependencies, and future payment research priorities.
- Authored onboarding and guidance for **SafeSight**, helping analysts ask better questions, interpret trends, understand data limits, recognize uncertainty, and keep human review visible before operational action.
- Led generative AI workshops, demonstrations, and no-code agent-building sessions; established reusable interaction, content, and design-system standards; and presented research and design recommendations to executives and cross-functional teams.

EXPERIENCE, CONTINUED

Senior UX Designer & Researcher
January 2022 - September 2022

Conversion Technologies LLC

- Conducted UX research and created high-fidelity prototypes for internal CRM and marketing platforms.
- Translated business requirements and user behavior into responsive workflows, information architecture, and reusable interaction patterns.
- Strengthened design-system foundations and designed responsive WordPress experiences for agency clients.

Front-End Developer & UX Designer
September 2020 - September 2022

Credit Innovation Group

- Redesigned and developed the company website, improving navigation, responsiveness, usability, and customer engagement.
- Integrated an online payment experience and translated user and business needs into production-ready interfaces.
- Mentored junior designers and supported a collaborative, user-centered design practice.

Lead Developer & UX Designer
June 2020 - September 2020

HFB Technologies

- Managed offshore development teams delivering UX-focused web products for multiple clients.
- Served as the primary translator between clients and developers, turning business needs into clear design and implementation requirements.
- Helped launch more than **50 websites** with responsive design, accessibility, and usability built into delivery.

EARLIER EXPERIENCE WITH LASTING RELEVANCE

Independent UX Designer
October 2019 - June 2020

Freelance

Designed mobile, e-commerce, social, and event experiences spanning research, branding, information architecture, interface design, responsive development, and usability testing.

Loan Officer Assistant
February 2018 - August 2019

Village Capital & Investment

Improved financial-service workflows by digitizing application materials, reducing preventable errors, and making complex loan processes easier for customers and internal teams to navigate.

Co-Owner & Operator
April 2015 - January 2018

Ivory Goods LLC | Amazon FBA

Built and scaled an Amazon fulfillment business to **$500K in revenue** through market research, product development, pricing, branding, inventory management, automation, and supply-chain optimization.

Junior High Special Education Supervisor
September 2010 - May 2017

Masada Charter School

Designed accessible learning strategies and coordinated educators, students, and families around complex needs. This work shaped the practice I bring to product design today: understand the person, reduce unnecessary friction, and build systems that help people feel capable.

EDUCATION AND CONTINUED LEARNING

UX/UI Design Certificate
Designlab, 2019-2020

Associate Degree, Liberal Arts & Sciences
Mohave Community College, 2010-2012

Advanced Generative AI Design Principles
Completed 2024

AI and Ethical Design Practices
Completed 2024

TOOLS

Design: Figma, FigJam, Sketch, Adobe Creative Cloud, Framer | **Research & analytics:** Maze, Pendo, Google Analytics, Hotjar | **Delivery:** Jira, Azure DevOps, ClickUp, design systems, research repositories | **Technical:** HTML, CSS, WordPress, Shopify, Bubble, CMS platforms, API integration