

# schonne eldridge

## SENIOR UX / UI DESIGNER

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Portfolio: [schonne.com](http://schonne.com)

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## SKILLS

- **Over 17 years of user-centered design experience** comprised of web site design, software application design, leadership, and consulting in both the private and public sectors
- **Senior UX Strategist** with experience conducting user research, facilitating ideation sessions and strategy workshops, and employing analysis + synthesis research methodologies
- **Expert knowledge of the user interface design** process and deliverables throughout the development lifecycle including requirements refinement, task flows, storyboards, wireframes, mock-ups, prototypes, and detailed design documentation
- **Designed for both web and thick-client environments** on multiple platforms
- Observer and facilitator experience in formal, **lab-based usability testing**
- Strong people skills with the **ability to assume leadership roles** in team environments, including mentoring, hiring and training junior design staff.

### User Experience (UX)

- Personas / Journey Maps
- Ethnographic Research
- Storyboards / Process Maps
- Task Flows / Process Maps
- Quantitative / Qualitative Research
- UX Evaluative Research
- Structured Ideation / Workshops
- Concept Communication
- Interview/ focus group moderation with project stakeholders and engaged users
- Contextual inquiries / cognitive walk-throughs
- Analysis + Synthesis

### User Interface/Interaction (UI)

- Photoshop / Sketch / Invision / Figma
- Wireframing (UXPin)
- Visual Design
- Metrics & Analytics
- Usability Testing
- Card sorts (paper or virtual)
- Tree testing and first click analyses
- Accessibility compliance reviews
- User research with visually impaired users
- Senior Front End Developer
- HTML/CSS3(Sass)/JS

## EXPERIENCE

AUGUST 2018 – PRESENT

### FREELANCE CONSULTANT

MARCH 2023 – JUNE 2024

#### LEAD SALESFORCE DESIGNER, Commonwealth Financial Services

Design Thinking advocacy and re-design of backend Salesforce applications.

APRIL 2022 – PRESENT

#### LEAD SALESFORCE DESIGNER, MFS

Worked on various Salesforce and Seismic applications to assist salespeople

SEPTEMBER 2022 – NOVEMBER 2022

#### SENIOR UX STRATEGIST, iROBOT

Re-designed their support-facing customer support ticketing system

MAY 2022 – AUGUST 2022

#### LEAD SALESFORCE DESIGNER, CISCO

Re-designed portions of their internal support ticketing system

SEPTEMBER 2020 – FEBRUARY 2023

#### SENIOR UX STRATEGIST, EMERGENT HOLDINGS

Design Thinking advocacy throughout Emergent Holdings and its subsidiaries.

MARCH 2021 – JUNE 2021

#### LEAD UI DESIGNER, SIGNET

Designed native mobile Repair Portal for stores and repair facilities.

FEBRUARY 2021 – MARCH 2021

#### SENIOR UX STRATEGIST, HAWORTH

Built and validated customer personas to assist corporate strategy post-pandemic.

SEPTEMBER 2020 – FEBRUARY 2021

#### LEAD SALESFORCE DESIGNER, BREVILLE

Designed Customer Service Portal using Salesforce's Lightning Design.

FEBRUARY 2021 – MARCH 2021

#### SENIOR SALESFORCE DESIGNER, EMPOWER

Designed Salesforce-based financial services client portal.

DECEMBER 2020 – JANUARY 2021

#### SENIOR SALESFORCE DESIGNER, GREAT AMERICAN INSURANCE GROUP

Designed Insurance Agent Service Portal using Salesforce's Lightning Design.

SEPTEMBER 2020 – FEBRUARY 2021

**LEAD SALESFORCE/VLOCITY DESIGNER, SIF IDAHO WORKERS COMP**

Designed Workers Comp application experience for Agents and Underwriters in VLOCITY platform.

OCTOBER 2019 – FEB 2020

**LEAD UX/UI DESIGNER/DEVELOPER, GOVERNMENT OF QATAR**

Branding and microsite design and development for Qatar's American Collegiate program

OCTOBER 2019 – FEB 2020

**LEAD UX/UI DESIGNER, SMARTRAC**

Designed customer-facing native mobile and desktop apps for tracking logistics.

MAY 2019 – JULY 2019

**LEAD UX/UI DESIGNER/DEVELOPER, STANFORD UNIVERSITY**

Branding and microsite design and development.

JUNE 2019 – JULY 2019

**UX/UI DESIGNER/DEVELOPER, ROCHE DIAGNOSTICS**

Helped internal teams flesh out new product concepts for pitches with Roche leadership.

MAY 2019 – JULY 2019

**LEAD UX DESIGNER, HUMANA**

Ran Discovery for Humana's data services initiatives including personas, user interviews, and site maps.

MAY 2019 – SEPTEMBER 2019

**LEAD UX DESIGNER, VERTIV**

Designed personas, journey maps and high fidelity mocks for Vertiv's sales team solution.

JANUARY 2019 – MARCH 2019

**LEAD SALESFORCE UX DESIGNER, LENDLEASE**

Generated personas and high-fidelity mocks for a three month discovery process.

OCTOBER 2018-DECEMBER 2018

**LEAD UX DESIGNER, FORD**

Designed personas, journey maps and wireframes for Ford.com

OCTOBER 2018

**SALESFORCE UI DESIGNER, BLUESHIELD/BUECROSS NEW YORK**

Designed high-fidelity mocks using Salesforce's Lightning Design system for corporate sales division.

## **APRIL 2017 – AUGUST 2018**

### **LEAD UX STRATEGIST- PRODUCT DESIGNER, YORK RSG (NOW SEDGWICK)**

- Performed analysis of client business models and worked to deliver a cohesive User-centric approach through design of existing and proposed touch points.
- Facilitated Discovery Sprints with clients that included structured ideation sessions around personas, value stories, journey-maps, etc.
- Conducted both qualitative and quantitative research including ethnographic studies, competitive analysis, focus groups and direct interviews.
- Led user experience strategy, user research, information architecture, interaction design and usability testing for desktop and mobile (web & native) B2B and B2C products and services.
- Led strategy workshops and exercises with stakeholder teams to help define product direction and create implementation roadmaps based on a user-centric foundation.
- Directed the design efforts and execution of the next generation, web-based, management application for both clients and internal-facing users.
- Created developer documentation, style guides and brand guidelines.
- Conducted extensive user testing and usability testing. Everything I produced was validated by real users.
- Developed and presented new design via wireframes, prototypes and screenshots
- Established a strong design culture by collaborating with members of multidisciplinary teams and advocating for users and user-centered design practices

## **FEBRUARY 2016 – MARCH 2017**

### **EXPERIENCE DESIGNER, PILLAR TECHNOLOGY (NOW ACCENTURE)**

- Created prototypes, interactive mockups, design guidelines/specifications, user personas, journey maps, story maps and user stories.
- Employed current digital trends and best practices—including IoT, embedded and emerging tech.
- Created impactful and easy-to-use interfaces and flows.
- Presented design concepts and direction with end-users, customers, product managers and developers.
- Translated broad ideas, business and functional requirements, and wireframe concepts into design flows and elegant user interfaces.
- Rapidly sketched out concepts to communicate ideas and elicit feedback, followed by higher-fidelity revisions for use in testing and production.
- Advocated on behalf of the end user throughout research, design and development, worked alongside developers, product managers, delivery leaders, analysts and other stakeholders who may be new to a user-centered product development approach.
- Explained ideas, designs and UX best practices in order to successfully influence, motivate and inspire stakeholders.
- Facilitated in creative, design thinking workshops.
- Iteratively adapted to changes in business, product, organization and individual needs.

## EDUCATION

AUGUST 1996 – DECEMBER 1997  
SANTA BARBARA CITY COLLEGE

## BOOKS





Humana



BlueCross  
BlueShield



Robot



OhioHealth

ascena  
retail group inc



pillar

CISCO

LOU & GREY



UNIVERSITY OF  
CENTRAL FLORIDA



SHORELIGHT EDUCATION



FRANKLIN  
UNIVERSITY



MICHIGAN COURTS  
*Judicial Information Services*

smartrac  
an Avery Dennison company

KU  
THE UNIVERSITY OF  
KANSAS

Breville



FORDHAM UNIVERSITY  
THE JESUIT UNIVERSITY OF NEW YORK

Portfolio  
CREATIVE



SIGNET  
JEWELERS

GREAT AMERICAN  
INSURANCE GROUP

BATH  
SPA  
UNIVERSITY