

# schonne eldridge

## SENIOR UX / UI DESIGNER

Columbus, OH · (614) 314-0360

me@schonne.com · [LinkedIn](#)

Portfolio: [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

SEPTEMBER 2020 – PRESENT

#### SENIOR UX STRATEGIST, EMERGENT HOLDINGS

Design Thinking advocacy throughout Emergent Holdings and its subsidiaries.

MARCH 2021 – JUNE 2021

#### LEAD UI DESIGNER, SIGNET

Designed 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 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.

*JANUARY 2019 - AUGUST 2021*

**LEAD UX DESIGNER/DEVELOPER, CLARUS R+D**

Designed and next iteration of client portal for small businesses and large enterprises.

*OCTOBER 2018-DECEMBER 2018*

**LEAD UX DESIGNER, FORD**

Designed personas, journey maps and wireframes for Ford.com

*OCTOBER 2018*

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

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

*APRIL 2018 – JUNE 2018*

**LEAD UX DESIGNER, ASCENA RETAIL GROUP**

Helped setup Adobe Target, created testing scenarios using eCommerce best practices.

*APRIL 2018 – MAY 2018*

**LEAD UX/UI DEVELOPER, UCLA**

Branding and microsite design and development.

## **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



Humana



BlueCross  
BlueShield



UCLA



OhioHealth

ascena  
retail group inc



york.

pillar

LOU & GREY



UNIVERSITY OF  
CENTRAL FLORIDA



Clarus R+D



SHORELIGHT EDUCATION



FRANKLIN  
UNIVERSITY



MICHIGAN COURTS  
*Judicial Information Services*

smartrac  
an Avery Dennison company

KU  
THE UNIVERSITY OF  
KANSAS



Software Verde



FORDHAM UNIVERSITY  
THE JESUIT UNIVERSITY OF NEW YORK

Portfolio  
CREATIVE



optioncart

SIGNET  
JEWELERS



Squirrel  
DIGITAL MARKETING

GREAT AMERICAN  
INSURANCE GROUP

BATH  
SPA  
UNIVERSITY