ELLE MARCUS

EDUCATION

**MDES Design Innovation
May 2022**
Massachusetts College of Art and Design

**B.S. Mechanical Engineering
May 2016**
Case Western Reserve University

SKILLS

User Research
Workshop Facilitation
User Interface Design
Design Education
Prototyping
Project Management
Business Modeling

TOOLS

Figma
Miro
Wix
Adobe Illustrator
Adobe InDesign
Adobe Lightroom
Adobe Premiere

EXPERIENCE

UX Designer, InterSystems Corporation

Cambridge, MA | July 2022-Present

Led research and re-design efforts for a high-profile enterprise data technology application using human-centered design practices.

- Facilitated over 50 exploratory and usability interviews with customers and internal stakeholders using low and high-fidelity mockups, and performed qualitative thematic analysis to generate design principles
- Streamlined developer workflows by reducing clicks by 50–66%, leading to user feedback highlighting reduced mental load and improved workflow efficiency
- Facilitated co-creation sessions that challenged and reshaped internal team assumptions, driving improvements to one of the application's top-selling features
- Balanced design principles with stakeholder-defined constraints to create a more user-friendly product while preserving familiarity and comfort for existing customers
- Presented re-designs of application pages that incorporated design principles of progressive disclosure and contextual navigation at InterSystems' annual company summit, and provided customer facing demos that secured a major prospective client
- Mentored cross-departmental colleagues on adopting human-centered design and usability best practices
- Hosted workshops with hands-on activities to introduce emerging design thinkers to the human-centered design process

UX Design Intern, MGH Springboard Studio

Boston, MA | June 2021-December 2021

- Received BCRISP and iSolve grant for high fidelity mobile app prototype that allows ER teams to share praise and reinforce positive team culture
- Published paper as lead author that identifies communication challenges between emergency department social workers and homeless shelter managers

Design Research Intern, GoInvo

Arlington, MA | January 2021-May 2021

SPEAKING ENGAGEMENTS

UXPA Boston Conference

May 2024: Improving Usability in Enterprise Healthcare Technology

September 2022: There Are No Bad Ideas in Brainstorming But...

[Keynote presenter] September 2021: Design Lessons From a Former Engineer