

Elley Niwa


Product Designer (UX/UI)

Product Designer with 2 years of experience working with financial, software, and e-commerce startups. Previously worked as a graphic designer for 4 years, building brand visuals and websites for major brands such as Hilton Vacations, JTB Travel, and many more.

 [LinkedIn Profile](#)

 [Portfolio](#)

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 Los Angeles, CA
*Open to relocation

EXPERIENCE

Product Designer (UX/UI)

Apr 2022 – Present

Freelance | Remote

Producing interactive app prototypes for startups (NDA) looking to present to potential investors to secure further funding. Clients include tech startups in the financial, API software, and e-commerce sectors.

- Boosted satisfaction ratings by 30% for a fashion e-commerce mobile app with targeted solutions identified through user research and testing.
- Streamlined the design handoff by communicating regularly with engineers and project managers to ensure quality delivery in under 4 months.
- Secured funding for 3 startups by providing visuals for startup pitch decks and creating interactive app prototypes.

Product Design Intern

May 2023 – Jul 2023

Belay Corporation | Remote

Belay is a startup offering a unique, embedded API solution that allows investors to purchase stock insurance on online brokerage platforms. The company plans to launch its API in 2023 and partner with multiple platforms.

- Drove front-end designs for 2 of Belay's launch integration partners by building interactive prototypes on Figma over 10 weeks.
- Ensured that new customers would understand the benefits of Belay's API by streamlining the user flow and experience for the consumers.
- Built a solid foundation for Belay's website redesign project by producing low-fidelity wireframes and mockups.

SKILLS

Interface Design

- Interaction design
- Design system
- Visual design
- Motion design
- Branding

Experience Design

- Wireframing
- Prototyping
- Usability testing
- User flow mapping
- User research
- Competitive analysis

Tools

- Figma, Sketch, Zeplin
- Webflow, WordPress
- Usability Hub
- HTML, CSS, JavaScript
- Adobe Illustrator, Photoshop, After Effects
- LottieFiles

Graphic Designer & Marketing Assistant

Aug 2020 – Apr 2021

Noa Botanicals | Honolulu, HI

Noa is a natural health & wellness company that helps patients find the best treatment options by understanding their needs and acting as partners on their healing journeys. It has 3 total store locations on the island of Oahu.

- Spearheaded the website redesign project by going through 3+ rounds of sketching, wireframing, and prototyping using Sketch.
- Raised retail conversion rates by 15% at a new store location through the innovative use of in-store digital graphics.
- Surpassed monthly sales goals by 10% by analyzing trends and implementing marketing initiatives with the in-house team.

Graphic Designer

Sep 2017 – Aug 2020

Clarence Lee Design | Honolulu, HI

Clarence Lee Design is a local graphic design studio that has produced some of Hawaii's most well-known brand visuals. Its clients include JTB Travel, Hilton Hawaiian Village, Sun Noodle, and Islander Sake Brewery.

- Increased organic search traffic by 20% through content and keyword optimization on a beauty brand's website.
- Successfully launched a local sake brand with a 25% increase in website traffic and a 15% increase in sales by collaborating with the Art Director on the brand's website and product labeling.
- Amplified the customer walk-in rate by 40 times by designing promotional marketing campaigns for a luxury department store.

EDUCATION

Parsons School of Design

AAS, Graphic Design

Waseda University

BA, Political Science

Career Foundry

Certificate,
UI Immersion

AWARDS

Pele Silver for Islander Sake

2021 Pele Awards,
American Advertising Federation

Pele Silver for JTB's HI Bus

2020 Pele Awards,
American Advertising Federation

Fabian Herrmann Judge's Award

2019 Pele Awards,
American Advertising Federation