

# Ellen Tisdale

## UX/UI Designer

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UX/UI designer with a background in visual art. Former academic librarian with experience in UX design, web design, accessibility support, and project management.

Based in Winnipeg, Manitoba; open to remote roles.

## Projects

### **SuperSmart App** • UI & Animation Design • May 2022

- Designed the UI and animations for a smart home app
- Chose core values and designed a logo based on target audience data
- Created storyboards for proposed animations, soliciting feedback from users
- Implemented animations using Adobe After Effects
- <https://ellentisdale.com/2022/06/27/supersmart>

### **Simple Saver App** • UX/UI Design • Mar 2022

- Developed brand guidelines, logo and style guide for a money saving app
- Mapped user flows; designed wireframes using Adobe XD
- Tested designs with users, prioritizing critical pain points in user experience
- <https://ellentisdale.com/2022/04/05/simple-saver/>

### **Sleep App** • UX/UI Design • Feb 2022

- Designed native Android and iOS versions of a sleep support app
- Performed a competitive analysis to inform design decisions
- Incorporated sound and haptic feedback to enhance user experience
- Tested prototype with potential users to improve usability
- <https://ellentisdale.com/2022/03/10/sleep/>

## Skills

- Branding
- Visual Design
- Copywriting
- User Personas
- Research
- User Surveys
- Wireframing
- Prototyping
- Usability Testing
- Motion Design

## Tools

- Adobe XD
- After Effects
- Affinity Design
- Marvel

## Education

**UI Design Certificate** • CareerFoundry • 2022

**Masters of Library & Information Science** • Wayne State University • 2015

**English as a Second Language Teacher Certificate** • University of Winnipeg • 2011

**Bachelors of Fine Arts** • University of Manitoba • 2011

# Professional Experience

**Writing Specialist** • Studiosity • Remote work • Aug 2021-present

- Provide guidance to over 100 undergraduate- and graduate-level university students on academic writing, giving examples of ways in which students can improve their writing in terms of structure, choice of language, grammar, and integration of cited sources

**Librarian** • University of Manitoba Libraries • Winnipeg, MB • Sept 2016-Aug 2021

- Maintained and developed subject guides to support student and faculty research
- Developed workflows, forms, and trained four library assistants on Alternate Format Support Team, improving accessibility services for the library system

**UX Librarian** • University of Manitoba Libraries • Winnipeg, MB • Mar-Aug 2018 & Oct-Nov 2019

- Collaborated with Communications Librarian and developers to redesign UM Libraries homepage, improving the visual design with new photography and icons while maintaining functional layout established with previous usability testing
- Designed and implemented usability tests for self-serve Reserve Kiosks, allowing for usability issues to be addressed before launching this new service
- Directed UX activities for Libraries' search interface redesign, including the creation of user personas to guide design choices, and usability testing with library staff, students, and faculty, ensuring that design changes would positively impact the user experience
- Guided library staff in designing user-friendly and accessible webpages, creating a better experience for library users

**Communications Committee Chair** • MLA-SLA Joint Conference • Manitoba Library Association  
Winnipeg, MB • Jan-June 2021

- Directed a team of four volunteers while managing communication activities for the first online conference for these associations, including marketing, email, and social media

**Communications Director** • Manitoba Library Association • Winnipeg, MB • Dec 2016-Dec 2018

- Established a Communications Committee for the association, recruiting and training volunteers for specific roles (Mailchimp newsletter distribution, social media management)
- Set priorities for outreach and engagement, and produced the first ([bit.ly/MLA2017AR](https://bit.ly/MLA2017AR)) and second ([bit.ly/MLA2018AR](https://bit.ly/MLA2018AR)) Annual Reports for the association

**Library Assistant 3** • University of Manitoba Libraries • Winnipeg, MB • 2012-2015

- Guided library users in the navigation of databases and the Libraries' search engine, creating a positive experience for students and faculty

**English Teacher** • World Communities Club • Remote work • 2010-2012

- Refined course materials and created voice recordings used in the language school, supporting students learning English as an additional language