



Ellie Koranlou UX/UI Designer

[Portfolio](#)

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EXPERIENCE

User experience designer- EdPlus at ASU

Apr 2024 – Present, Scottsdale, Arizona, USA

- Designed and maintained two adaptive STEM learning platforms (Digit and Orchard) across student and content-creator experiences, reducing friction and improving engagement for thousands of learners
- Built and scaled a real-time feedback system integrated with Slack, enabling immediate visibility into student issues and faster design resolution cycles
- Built a custom GPT to check designs for accessibility, improving handoff quality and reducing manual QA time
- Developed a unified design system and high-fidelity prototypes in Figma, using Jira to manage design tasks, track progress, and coordinate smooth handoffs with developers for production-ready implementation
- Led the first large-scale launch of learning maps for BIO courses, improving navigation and dynamic content delivery and paving the way for expansion to 10+ additional courses in 2025
- Drove measurable impact: boosted CSAT scores by 13 points from Fall A to Fall B, increased student onboarding and engagement, and validated UX enhancements through data-driven decision-making

UX/UI Designer- UTech Business Solutions

July 2023 – March 2024, Phoenix, Arizona, USA

- Redesigned the Maricopa County Treasurer's property tax website and internal application, improving usability and visual consistency for end users
- Built and maintained a reusable design system to speed development and keep experiences cohesive
- Mapped and improved end to end user workflows, validating solutions with product owners and stakeholders
- Owned UX QA through release, reviewing builds to ensure WCAG compliant
- Used Azure DevOps to track design tasks, collaborate with developers during sprints, and manage handoffs to keep work aligned and on schedule

UX/UI Designer Intern- Stagwell

Jan 2023 – July 2023, Brooklyn, New York, USA

- Researched design components (buttons, elevations, typography) to inform the creation of Stagwell's design system
- Partnered with the Senior Director of Product Design to develop a tailored, scalable design system
- Analyzed multiple industry design systems to create a framework optimized for Stagwell's needs

UX/UI Designer- Chicago Persian School

July 2022– Jan 2023, Des Plaines, Illinois, USA

- Led a full website redesign, reducing bounce rate by 9% and increasing session duration by 33%
- Improved conversion rates by implementing responsive forms and pages with JavaScript, driving a 15% lift in form submissions
- Designed custom illustrations to enhance visual appeal and increase user engagement

CERTIFICATE

Google UX Design Certificate - Coursera

2022

- Learned user-centered design principles and created empathy maps, personas, and user journeys
- Built wireframes, prototypes, and mockups with a focus on usability and visual design
- Conducted user interviews and usability studies, prioritizing accessibility in all solutions

EDUCATION

Master of Science in Real Estate Development - University at Buffalo

2018 – 2021, Buffalo, New York, USA

Bachelor of Architecture - Shahid Beheshti University

2010 – 2016, Tehran, Iran

SKILLS

Figma
Adobe XD
Adobe Photoshop
Design system development
Wire-framing
Prototyping
Information architecture
User research
Usability testing
User centered-
design
Responsive design
Accessibility
Collaboration Skills
Presentation skills
Analytical Thinking
Problem Solving