Elsa Grayson

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I create insightful human-centered designs through deep empathy for users and passion for practical problem solving.

I lead with enthusiasm to empower those around me and push boundaries.

EDUCATION

Santa Monica College
Interaction Design B.S. | GPA 4.0
Graphic Design A.S. | GPA 3.9
High Honors | 2016 - 2020

SKILLS

Design Thinking
Brand Strategy
User Experience
Interviews & User Testing
Rapid Paper Prototyping
Hi-Fidelity Prototyping
User Interface Design
Sketching & Illustration
Information Graphics
Flat Vector Animation
Motion Graphics
Micro-interactions

TOOLS

Figma
Sketch
Illustrator
InDesign
Photoshop
After Effects
InVision
Webflow

ANALOG

Epoxy Resin Casting
Ceramic Prototyping

WORK EXPERIENCE

Product Designer | Visual Designer | Web Designer
Tanaka Type Club Font Foundry
June 2019 – Current

- Generated UX and design of not-for-profit typography distribution application.
- Informed work through competitive research, prototyping and user testing.
- Implemented and managed an iterative development process with a software engineer to execute on designs and create a mobile-first React web application.

Motion Graphics Designer | Graphic Designer
Wheeler Dempsey Design Studio
July 2020 – August 2020

- Fine-tuned existing logo designs and created industry-ready logo collaterals for brand use and style guides.
- Built animations using After Effects to create motion graphics for brand campaign launch.

Freelance Product Designer | Graphic Designer
June 2016 – Current

- Strategized with clients to increase brand value through UX practices, competitive analysis, and user-centered design thinking.
- Developed wide range of brand collaterals and visual designs including: posters, business cards, website design, product packaging, and content motion graphics.

SCHOOL EXPERIENCE

UX Researcher | UX Designer | UI Designer | Illustrator
SMC's IxD Collaboration with the Children's Hospital of Los Angeles
February 2020 – June 2020

- Conducted in-depth research to guide efforts to provide improved health informational services for LatinX families.
- Collaborated with a small team to design and implement lo-fi and hi-fi mobile web prototypes.
- Guided team effort for character development, UI design, and illustration.

UX Researcher | UX Designer | UI Designer
SMC's IxD Collaboration with Red Bull's Media House
September 2019 – December 2019

- Researched extensively to discover opportunities for improved user engagement and acquisition.
- Created lo-fi and hi-fi prototypes, and carried out user tests to gain behavioral insight.
- Provided analysis that identified actionable guidance for improved mobile app flows.

Volunteering | Extracurricular | Community Work
Founder and President of Santa Monica College IxD Club
2018 – June 2020

- Advocated for student leadership by creating a student-lead Interaction Design Club.
- Governed and organized club meetings and supervised transitions of roles and power.
- Organized and facilitated student design, study, and skill-share events.