



CHELSEA EILING

CONTACT INFO

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EXPERIENCE

Freelance UI/UX Designer

Los Angeles, CA | August 2021 - Present

- Designed end-to-end products for multiple SaaS startups
- Verticals include recruiting, e-commerce, crypto, cybersecurity & project management software
- Performed user research, competitive audits, site audits, information architecture, user flows, wireframing, mockups & visual design

Marketing Designer | City of Temecula Community Services

Temecula, CA | April 2022 - December 2022

- Designed and generated original content for media platforms including Instagram, Facebook & local TV ads
- Created and executed 20+ marketing campaigns for over 11,000 community members using Figma and Constant Contact
- Collaborated across departments to gather design feedback

Product Design Student | Google UX Design Course

Los Angeles, CA | January - April 2022

- Designed a product to help movie enthusiasts find personalized movie recommendations, leading to acquisition of first design client
- Created a movie rating and recommendation user flow in Figma through sketching, wireframing, prototyping & user testing
- Conducted user experience research via a focus group to iterate on an early design concept, leading to a 27% NPS increase

Project Manager Internship | Economic Development Coalition

Temecula, CA | June - August 2019

- Revamped organization's landing page and fixed typographical errors, resulting in better user navigation
- Designed email newsletter template for regular use with 40+ high-level public officials

EDUCATION

Cal State University, Chico

Chico, CA | December 2020

BA in Public Administration

Google UX Design Courses

Los Angeles, CA | March 2022

SKILLS

Information Architecture
User Flow
Wireframing
Mockups
Prototyping
Web Auditing/Revamp
Web/Mobile UI
User Research
Usability Testing
Digital Marketing

SOFTWARE

Figma
Webflow
Sketch
InVision
Miro
ProtoPie
Jira
Loom

LANGUAGES

Basic HTML/CSS