



CHELSEA EILING

CONTACT INFO

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EXPERIENCE

Freelance UI/UX Designer

Los Angeles, CA | August 2021 - Present

- Designing end-to-end products for multiple SaaS startups
- Verticals include recruiting, e-commerce, crypto, cybersecurity & project management software
- Enhancing usability and user experience of products

Marketing Designer | City of Temecula

Temecula, CA | April 2022 - December 2022

- Designed digital advertising content for platforms like Instagram, Facebook & local TV ads
- Executed 20+ marketing campaigns for over 11,000 community members using Figma and Constant Contact

Product Design Student | Google UX Design Course

Los Angeles, CA | January - April 2022

- Designed an app while taking UX course, leading to acquisition of a design client
- Conducted user experience research via a focus group to iterate on an early design concept, leading to a 27% Net promoter Score increase

Project Manager Intern | Entrepreneurs Exchange

Temecula, CA | June - September 2021

- Drafted 3-day financial literacy workshop for adults in the City of Temecula
- Created roadmaps for Workforce Development programs

Project Manager Intern | EDC of Temecula

Temecula, CA | June - August 2019

- Revamped landing page resulting in better user navigation
- Designed email newsletter for 40+ high-level public officials
- Promoted events, boosting attendance

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
InVision
Miro
ProtoPie
Jira
Loom

LANGUAGES

Basic HTML/CSS