

Ellen Alexandra Bryant

Who am I?

I'm a Digital UX/UI Designer & Researcher focused on Design Systems, User Research, and **WordPress development**, with **7 years** across digital agencies, FinTech/software, and automotive. I understand both U.S. and Eastern European markets, and my **journalism background** shapes a curious, clear, human-centered approach that drives better usability and engaging, seamless product experiences.

Contact Me


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 Ellen Alexandra Bryant on Behance

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- currently in progress

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Professional Experience

UX/UI Designer & Web Developer | WiseHouse Environmental Services

(Family-owned and operated full-service pest control company)

West Palm Beach, Florida (August 2024 - present) / Contract

- Designing and building WordPress pages and high-converting landing pages with responsive, accessible UI.
- Writing and refining copy for SEO and conversion (metadata, headings, CTAs, on-page messaging).
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- Writing and refining copy for SEO and conversion (metadata, headings, CTAs, on-page messaging)
- Using Microsoft Clarity (heatmaps/session replays) to diagnose UX friction and iterate layouts; A/B test variants where relevant.
- Developing the company's AI presence online by researching use cases and piloting AI-assisted content and workflow automations.

UX Researcher, Product Designer, UX/UI Designer | AAG/AMSI Group

(Multi-State Automotive Dealership Group)

West Palm Beach, Florida (June 2023 - December 2024) / Full-time

- Designed the foundations of a scalable design system (design tokens, component library, documentation) for 120+ dealership websites; implementation is underway.
- Conducted moderated user research and usability testing to evaluate user satisfaction with dealership websites and specific UI components, including live chat widgets and CTAs.
- Delivered detailed case studies to stakeholders with actionable insights; led the redesign and unification of Live Chat popup widgets and defined business rules for their behavior - resulting in a 15% increase in user engagement and chat-to-lead conversions.
- Contributed to a usability study that standardized CTA practices across websites - enhancing focus, reducing decision fatigue, streamlining user flows, and reinforcing brand consistency to support higher CTR and conversions.
- Performed comprehensive UX audits to identify usability gaps and conversion barriers on automotive websites (Nissan, Volvo, Mercedes, Toyota, Ford, Audi, Acura, VW, etc.), delivering recommendations to improve business performance and conversion outcomes.
- Collaborated daily on the creation and optimization of email campaigns for multiple dealership brands.
- Designed user flows and developed intuitive website interfaces focused on accessibility and performance.

Creative Direction, Designer | UA Florida

(Non-partisan organization)

West Palm Beach, Florida (March 2024 - Present) / Contract

- Provided on-demand art direction and design for campaign-specific gigs, producing social graphics, large outdoor banners, responsive landing pages, email templates, and display ads; established quick tone-of-voice guidelines per project to keep messaging cohesive.
- Collaborated with staff and volunteers to interpret brief → concept → rapid iterations; set light tone-of-voice guidance to align visuals and copy..

UX/UI Designer | LifeWater Media/Raising Stakes Media

(Digital Marketing Agency)

Boca Raton, Florida (May 2021 - April 2023)

- Conducted user research and redesigned the existing style of the company's Landing Pages/Reports to improve conversion rates and time on the page (TOP) index;
- Designed 90+ Landing Pages/Reports and Websites for numerous companies on the NASDAQ Index with TOP performance and ROI above the average;
- Crafted UX flows, designed interfaces, and conducted user research and surveys;
- Discovered and analyzed user insights to create a more approachable and valuable experience on report landing pages.
- Performed UX research, including long-term studies, survey development, heat maps, and usability testing.

Web/Digital Designer | Drive Social Media

(One of America's fastest-growing privately held digital agencies in 2017-2022)

Miami, Florida – (Nov 2020 - May 2021)

- Created social media brand strategy, eye-catching graphics, and creative pieces for small & medium business clients; developed graphic materials for websites, email marketing templates, print publications, landing pages, banner ads, GIFs, video content, and graphics for clients' various advertising platforms;
- Facilitated and at times led client design sprints, co-developing digital decisions, prototyping rapidly, and designing social campaign assets in real time for immediate launch. (Restaurant client (Feb–May 2022): exceeded 3× ROI goal with 1,009 purchases, 5.12× ROI, \$43.7K revenue; Facebook 2,751% ROAS (~27.5×).

Lead Designer | Touchsuite/GRUBBRR

(One of the most successful local software companies, raising over \$100,000 in investments in only the last year)

Boca Raton, Florida – (Oct 2018 - Nov 2020)

- Coordinated project for a remote international UX/UI design team;
- Developed Design System;
- Designed products from scratch to working prototypes;
Created customer journey maps and planned product features;
- Analyzed business and user needs, planned onboarding process for customers using Admin Backend Dashboard, and designed high-fidelity prototypes;
- Conducted UX research;
- Designed and produced unique print, digital, and web materials for various campaigns, including print ads, brochures, sell sheets, pop-up banners for trade shows, landing pages, logos, and more; photographed, filmed, and edited content for marketing campaigns;
- Designed promotional websites and landing pages for new services, such as the landing page for GRUBBRR partnerships with Garda and other partners.
- Prepared presentations, digital materials for social networks, and press releases; Worked on Social Media and Salesforce Management, Email Marketing Campaigns, and Facebook Ad Campaigns.

Digital Designer | Public Reputation

(Local Digital Agency)

Boca Raton, Florida – (Apr 2018 - Sept 2018)

- Designed and created marketing assets, including but not limited to digital marketing, social media, site banners, etc., for small companies and businesses;
- Developed creative concepts and brought them to life within branding guidelines.

Journalist | Exclusive News

Kyiv, Ukraine – (2012 - 2015)

- Wrote articles about celebrities and other public figures, conducted interviews, researched background information, and crafted engaging stories for readers;
 - Collaborated with editors to ensure accuracy, quality, and adherence to publication standards; Took photographs and recorded videos to accompany articles.
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Core Skills

- Extensive knowledge of UX design principles and methodologies; Strong research, UX, and UI skills.
- Expertise in translating business requirements and user needs into robust UX strategies.
- Understanding the behaviour, needs, tasks, and goals of target audiences, and transforming them into innovative concepts.
- Creating Information Architecture, User Flows, and User Journey Maps.
- Capable of developing intricate and scalable design systems to support product growth and future iterations.
- The ability to present, explain and defend design decisions.
- Experience in designing both web and mobile apps; Interface Animation.
- Advanced knowledge of Figma, including Components, Prototyping, Auto-layout, and Team libraries.
- Collaborate with cross-functional teams, including product managers, clients' stakeholders, BAs, SAs and developers, to define project goals and requirements.
- Develop wireframes, prototypes, and visual designs that align with the product's brand and user experience goals.
- Good knowledge of the best practices and design guidelines, such as Material Design.
- Collaborate with developers to ensure the design is implemented accurately and meets the intended user experience.

UI Design Skills

Rapid/Advanced Prototyping
Design Systems/Atomic Design
Brand Identity
Interaction Design
Interface Design
Logo Design
Front-End Development

UX Methods

User Research/User Flows/
User Stories
Customer Journeys
Wireframing
Agile Methodology
Card Sorting
Usability Testing
Information Architecture

Software

Figma, Adobe XD, Sketch, InVision, Framer, Zeplin, HTML5, CSS, Protopie, Notion, WordPress, Miro, Maze, Webflow, Wix, Adobe Creative Suite (Photoshop, Illustrator, After Effects, Premiere Pro), Userlytics, Microsoft Clarity, Google Analytics, Hotjar, Userway.

Languages

Ukrainian 🇺🇦

Native speaker.

Russian 🇷🇺

Native speaker.

English 🇺🇸

Proficient speaker.

Spanish 🇪🇸

Learning.

French 🇫🇷

Learning.

Education

UX/UI Design Bootcamp | Ironhack | Miami, Florida

MAY 2019 - NOVEMBER 2019

Miami | Florida

Graphic Designer | Palm Beach State College

AUGUST 2017 - MAY 2018

Palm Beach | Florida

Associate of Science (A.S.) | Legal Assistant/Paralegal | Liberty University

2013 - 2015

Lynchburg | Virginia

Bachelor of Laws | National Aviation University

AUGUST 2009 - MAY 2012

Kyiv | Ukraine

Bachelor of Arts | Cultural Science | National University of Culture and Arts

AUGUST 2002 - MAY 2007

Kyiv | Ukraine

Additional Education

Women in Tech Mentorship Program | Women In Tech

JANUARY - MARCH 2023

Creative Web Design | Melnik-Vasiliev School

SEPTEMBER - DECEMBER 2022

Art Direction Course | SKVOT

APRIL - MAY 2021

Certifications

Duda Certified Platform Specialist | Duda

FEBRUARY 2021

Online

What I'm looking for...


I'm seeking a team where I can keep growing, contribute to revenue, and add meaningful value to users - working on problems that interest me and that I can be passionate about.

Contact

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 [Ellen Alexandra Bryant on Behance](#)

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