Elaine Arabit

Product Designer

For over 3 years I've been able to specialise in both App and Web design for SaaS B2B and B2C companies. I've focused on topics like customer retention, conversion metrics and improving overall experiences. Furthermore, having a background in commerce, front-end development and visual design helps me collaborate with every stakeholder throughout the design process as I'm able connect with their translation.

Experience

Product Designer, Cashrewards   August 2023 - Feb 2024

Design lead for the App squad. Aim of the App squad is to revitalise the Cashrewards app experience

- End to end app design
- Researching and synthesising problem space using quantitative and qualitative data
- Design proposals to Tech Leads, Product Managers, Senior Designers and Directors
- Creating assets for Cashrewards App/Web design system
- Delivering high quality designs that are ready for build
- Build support for engineers whilst shipping products
- Monitoring success of projects post release
- Building research repository in Sharepoint

Product Designer, Deputy   Apr 2021 - Aug 2023

Design lead for the growth (web-onboarding) squad. Aim of the growth squad is to increase rates of conversion and reduce churn.

- Thoroughly researching the problem area (customer interviews, quantitative analytics, feedback channels, user testing, workshops)
- Synthesising researching findings to clearly communicate to Tech Leads, Product Managers, Senior Designers and Directors the scope of the project
- Creating buttons, icons and illustrations for Deputy's Design System
- Collaborating with the squad around what is feasible to build within a marathon
- Delivering high quality designs that are ready for build
- Testing builds in production prior to release
- Build support for engineers whilst shipping products
- Monitoring success of projects post release
- Mentoring, onboarding and interviewing new recruits to the design team
- Panelist for Shifting.Design (Deputy's design festival)

UX Design Instructor, General Assembly   Oct 2020 - Feb 2021

Working alongside the instructional team/course producer to mentor/counsel current UX students through their development.

Skills/Tools

CSS/HTML/JS

Figma

Whimsical

Miro

Mixpanel

Jira

Github

Confluence

AfterEffects

Illustrator

Dovetail

Sharepoint

WIX

Microsoft suite

Google suite

Education

Visual Design
General Assembly
Nov 2021 - Jan 2022

Front-End Dev
General Assembly
Jan 2021 - Ap 2021

UX Design Immersive
General Assembly
Jun 2020 - Sept 2020

BA Commerce
major Commercial Law and International Business
Macquarie University
Feb 2013 - Apr 2017