

# STEPHANIE ELIE

SENIOR UX DESIGNER | CONTENT STRATEGIST

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stephanielelie.com



## EDUCATION

Writing for Web & Mobile |  
Gymnasium  
Disney's Approach to Quality  
Service | Disney Institute  
UX Deliverables & Managing  
UX Strategy | NNG  
Digital Marketing Certified |  
General Assembly  
Content Marketing Certified |  
Hubspot  
Marketing Strategy Certified |  
CoSchedule  
User Experience Design  
Certified | General Assembly  
BA in Journalism | CSU Long  
Beach

## SKILL SET

Sitemaps, Rapid Prototyping,  
Wireframes, Content  
Strategy, A/B Testing,  
Personas, Content Audits, On-  
Page SEO, Agile Project  
Management, User Research,  
Usability Testing, Web  
Content Writing, QA Testing,  
User Flows, Budgeting,  
Content Modeling, Taxonomy

**History of making clients happy**, by launching user-friendly interfaces and client-friendly content management systems on time and under budget.

**Agent of change**, influenced agency to restructure their web design process, decreasing rounds of revisions in ALL stages of the process.

**Product management, content strategy and UX experience**, with over 15 years in progressive roles in various corporations and agencies.

**Content first thinking**, by helping clients share their stories across all digital channels (website, blog, newsletters, and social channels).

## PROFESSIONAL EXPERIENCE

### CONTENT STRATEGIST

Disney Parks & Resorts (Contract) | Glendale, CA  
September 2017 – Present

- Lead content strategy for the redesign of Disney Institute, developed the sitemap, conducted a content audit, designed content maps for new pages and established new content filters to increase guest opt-in and course registrations.
- Continuously improving guest satisfaction by auditing content, designing content maps for new pages, recommending content flow and maintaining taxonomy to help guests meet their goals for the Disney Cruise Line and Disneyland Resort websites and app.
- Lead content strategist on immersive app projects that help increase the guest experience as a hotel guest and cruise guest.

### SENIOR UX DESIGNER & CONTENT STRATEGIST

GMMB (subsidiary of Omnicom) | D.C. and Los Angeles, CA  
January 2015 – July 2017

other positions held

Senior Digital Producer | July 2013 – December 2014

Digital Producer | October 2012 - June 2013

- Integrated user research and usability testing into the development process by conducting stakeholder interviews, user surveys and user testing.
- Reduced design & dev. iterations by implementing a user-centered and content-oriented approach to projects.
- Lead the UX strategy for all website projects creating sitemaps, wireframes, sketches, journey maps, functional prototypes, user personas, content maps, user flows and taxonomy.

## PREVIOUS

Disney Parks & Resorts,  
American University College  
of Law, Disney Interactive,  
Chemonics, GMMB, Teleflora,  
Bill & Melinda Gates  
Foundation, The Council of  
Chief State School Officers,  
A&E Entertainment, Irvine  
Foundation, Tower of Jewels,  
Casino Publishing Group,  
Lifetime Network, Toyota USA

## FAVORITE

Sketch, WordPress, Trello,  
Google Analytics, Bootstrap,  
MarvelApp, Slack, CSS, Adobe  
Lightroom, HTML 5, Adobe  
Photoshop, SEMRush, Invision  
App, Optimal Workshop,  
Hotjar, CoSchedule, Axure,  
Moz, Screaming Frog, Google  
Search Console, Framer,  
Genesis Wordpress Theme

## MEMBERSHIPS

UXPA LA & DC  
Content Strategy Alliance

## EXPERIENCE (CONTINUED)

### SENIOR UX DESIGNER & CONTENT STRATEGIST (CONT'D)

- Established a process for conducting content, UX and SEO audits for a team of digital strategists.
- Developed a content strategy for corporate blog to increase content production by 80%.
- Managed and maintained over 20+ projects simultaneously and launched 14 websites within a 12-month period.
- Produced WordPress websites and Campaign Monitor e-mail campaigns from inception to completion.
- Initiated project plans including estimates, timelines, and resource allocation.

### DIGITAL PRODUCT MANAGER

Teleflora, LLC | Los Angeles, CA

February 2012 – July 2012

- Managed daily updated to Teleflora.com website based on sales performance and promotions.
- Worked within a digital team of 6 (designers & developers) to manage functional updates to the site from inception to launch.
- Provided UX guidance and suggestions for new pages and functionality on the website.

### DIGITAL ASSOCIATE PRODUCER

Disney Interactive | North Hollywood, CA

July 2008 – November 2011

- Produced website updates for two Disney franchise websites and bi-weekly newsletters.
- Interacted with product teams, content editors, developers and designers to ensure quality work and timely delivery.

### WEB MANAGER

Los Angeles Newspaper Group | Woodland Hills, CA

December 2006 – June 2008

- Produced website updates for two Disney franchise websites and bi-weekly newsletters.
- Interacted with product teams, content editors, developers and designers to ensure quality work and timely delivery.

WRITER & PHOTOGRAPHER | Freelance

2001 - Present

WORK & LIFE CHANNEL EDITOR | A & E Entertainment

2008 – 2011

WEB DEVELOPER | Los Angeles Newspaper Group

2004 – 2006

WEB DEVELOPER | Casino Publishing Group

2001 – 2003

WEB DEVELOPER | Travelworm.com

2001 – 2002