

# 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

## EXPERTISE

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

**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 at various corporations and agencies.

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

**Recently published work** *Using Content Strategy as a Benchmark for a Redesign* on the Content Science Review

## RELEVANT EXPERIENCE

### CONTENT STRATEGIST

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

- Create web and mobile content strategies for a suite of Disney brands such as Disney Cruise Line, Disneyland, RunDisney, Disney Institute and Disney Meetings.
- Team with product managers, user experience specialists, designers and other stakeholders to develop content to meet business goals.
- Established a new site structure (navigation) for 4 high-profile websites and improved findability and functionality.
- Develop and maintain key deliverables including content audits, page inventories, facet maps, storyflows and personas.

### CONTENT STRATEGY ASSOCIATE

UXPA Los Angeles | May 2018 – Present

- Working with the team to develop content for the UXPALA website and establish an editorial calendar for the blog and social media channels.

### SENIOR UX DESIGNER & CONTENT STRATEGIST

GMMB (subsidiary of Omnicom) | January 2015 – July 2017

*other positions held include:*

**Senior Digital Producer** | July 2013 – December 2014

**Digital Producer** | October 2012 - June 2013

- Responsible for developing and managing all websites for our global non-profit, education and association client base.
- Reduced design & development iterations by implementing a user-centered and content-oriented approach to projects.

## PREVIOUS CLIENTS

American University College of Law, Chemonics, Bill & Melinda Gates Foundation, The Council of Chief State School Officers, Irvine Foundation, Toyota USA, Tamron USA

## FAVORITE TOOLS

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, UserTesting.com, GitHub

## MEMBERSHIPS

UXPALA & DC  
Content Strategy Alliance

## EXPERIENCE (CONTINUED)

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

- Led the UX strategy for all website projects creating sitemaps, wireframes, sketches, journey maps, functional prototypes, user personas, content maps, user flows and taxonomy.
- Established a process for conducting content, UX and SEO audits for a team of Digital Strategists.
- 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

The Wonderful Company | February 2012 – July 2012

- Led a creative project team in the ideation, design, development, launch and ongoing maintenance of the Telefora website.
- Provided UX strategy for all new page and created functional documentation for designers and developers.

### DIGITAL ASSOCIATE PRODUCER

Disney Interactive | July 2008 – November 2011

- Responsible for developing and managing online updates to several Disney franchise websites and bi-weekly email newsletters.
- Interacted with product teams, content editors, developers and designers to ensure quality work and timely delivery.

WEB MANAGER | Los Angeles Newspaper Group

2006 - 2008

WRITER & PHOTOGRAPHER | Freelance

2001 - Present

WORK & LIFE CHANNEL EDITOR | A & E Entertainment

2008 – 2011

WEB DEVELOPER | Casino Publishing Group

2001 – 2003

WEB DEVELOPER | Travelworm.com

2001 – 2002