



DESIGN LEADER.

CONTACT

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E LAI STERNS

A product design leader with an entrepreneurial spirit based in San Francisco. I've worked with start-ups spanning from helping renters and home buyers find their perfect place to deep diving into the world of blockchain and crypto, I find myself always seeking start-ups with missions to do better in the world, have big ambitions, and center their user's experience with killer design.

EXPERIENCE

RAISE

12/2022 - PRESENT

PRINCIPAL PRODUCT DESIGNER

- Overseeing the entire design experience for our WorkplaceOS solution.
- Established a design framework and language for our team, ensuring consistent delivery of top-tier products.
- Developed and implemented a strategic product design approach, emphasizing principles of simplicity, user personas, scalability, clarity, and cross-product consistency.
- Led a comprehensive company-wide rebranding initiative, fostering cohesion between product and marketing efforts.

EARNITY

01/2022 - 09/2022

SENIOR PRODUCT DESIGNER

- Oversaw the product experience, marketing, and branding for a social-first crypto company.
- Managed design systems, wireframing, and delivered design mocks to developers, aligning design strategies with the overall product vision.
- Implemented an improved onboarding feature by increasing the number of users to complete the onboarding flow by 17%.

CHRONICLED

02/2018 - 01/2022

LEAD PRODUCT DESIGNER

- Led design efforts and oversaw the expansion of Chronicled's blockchain-based platform, enhancing security, transparency and accuracy in the pharmaceutical industry.
- Designed innovative user interfaces and experiences (UI/UX) for web, mobile web, and native applications.

EXPERIENCE

(Continued)

MOVOTO

05/2017 - 02/2018

LEAD PRODUCT DESIGNER

- Spearheaded the redesign of Movoto's real estate experience.
- Collaborated closely with cross-functional teams to test and validate interaction flows and high-fidelity designs for web, mobile web and native platforms.
- Successfully integrated user feedback, resulting in a 25% reduction in user churn.

APARTMENT LIST

07/2015 - 05/2017

SENIOR PRODUCT DESIGNER

- Crafted an exceptional rental experience, bridging the gap between property and renter through a personalized guided user journey.
- Conducted user interviews and usability testing, translating insights into highly polished designs.
- Created prototypes, introduced animations, and developed a comprehensive design system.
- Collaborated closely with the engineering team to ensure the seamless implementation of designs across iOS, Android, web, and mobile web platforms, delivering a cohesive and user-friendly experience.

FOR THE FULL LIST

[LINKEDIN.COM/IN/ELAISTERNS](https://www.linkedin.com/in/elaisterns)

EDUCATION

ACADEMY OF ART

2011 - 2016

MFA WEB DESIGN & NEW MEDIA

WEBSTER UNIVERSITY

2005 - 2008

BA ADVERTISING & MARKETING

SKILLS

PROFESSIONAL

Management, Product Design, Design Thinking, Product Strategy, User Research, Prototyping, Photography, Branding

TECHNICAL

Figma, Sketch, Photoshop, Illustrator, InDesign, After Effects, Zeplin

INTERESTS

HOBBIES

Travel, fashion, working out, sports, reading, photography, single malt scotch