

ELIZABETH CARDINAL

SUMMARY

Organized and determined self-starter, able to prioritize effectively and maintain a strong work ethic. Skilled at bridging the gap between creative, technical and business teams.

CORE SKILLS

Creative problem solver

With a multidisciplinary mindset, consistently seek out new ways of solving problems, including learning new skills. Comfortable pushing the limits of design and code to find the best solution for the end user.

Development-focused

Experienced in both HTML and CSS, with elementary proficiency in Javascript. Consistently have great rapport with development teams. Routinely collaborate with developers to leverage their expertise in creating a vision for better products.

Organized and efficient

Highly regarded among clients, peers and management for abilities to balance many projects at one time. Selected by Hallmark's senior management to chair a committee tasked with identifying improvements to workplace efficiency. Proposed and implemented solutions for department of 125 people, resulting in higher productivity and boosted morale.

EDUCATION

MASTER OF INTERIOR

ARCHITECTURE & PRODUCT DESIGN

Kansas State University / 2004-2009
Non-baccalaureate master's degree.
Emphasis in Business Administration.
Dean's List. Club Volleyball Team coach and player.

KEY ACCOMPLISHMENTS

218% increase to Net Promoter Score on Hallmark.com

With focus on user testing and best practices, guided team to increase overall NPS from 11 in 2014 to 35 in late 2016.

34% increase in traffic to Hallmark.com home page

Identified an opportunity to increase SEO value, resulting in an increase in traffic during 2015 holiday season.

Trained and experienced in Agile, including UX and product management

After expressing interest in product management, assigned to lead redesign of Hallmark loyalty program as PM, adding new features and removing technical debt.

Initiated and led training on accessibility at Hallmark

Researched each requirement of W3C AA accessibility standards and then led a training session for design and editorial teams across multiple departments.

Original UX, UI, and visual designer of Hallmark.com ecommerce path

Design lead for transition of Hallmark.com from a brochure site to an ecommerce and content destination. Created modular UI kit alongside front-end development lead.

1150% increase in online revenue, 700% increase in Facebook followers

Identified digital solutions to support client's goal to increase revenue and community engagement. (Freelance client)

PROFESSIONAL EXPERIENCE

USER INTERFACE MANAGER, HALLMARK.COM

Hallmark Cards / May 2014 - October 2016

Direct team of UI designers and writers working within four Agile squads. Deliver successful, scalable user-centered solutions while adhering to established brand standards. Guide creative vision for UX and manage morale as necessary.

USER INTERFACE DESIGNER, HALLMARK.COM

Hallmark Cards / Junior Level: Sept. 2011 - Sept. 2012, Senior Level: Oct. 2012 - April 2014

Collaborated closely with front-end, marketing and QA teams in UX, UI and visual design capacities.

GRAPHIC DESIGNER AND FRONT END DEVELOPER, CAMBRIACOVE.COM

Cambria Cove / November 2009 - August 2011

Designed, developed and managed online marketing content and email campaigns.

PRESIDENT

Elizabeth Cardinal Design / July 2009 - Present

Plan, design, develop and execute digital strategies for a diverse set of clients in ecommerce, cause-based and event-based entities. Lead clients through discovery, timeline creation, user experience, development and maintenance strategy.