

Carista Eliani

Product Designer

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/in/carista-eliani/

EXPERIENCE

Freelance UX Designer

Yaluna Design | New York, NY | Apr 2024 - Present

- Developing design systems for multiple clients by creating, integrating, and documenting brand elements and components.
- Collaborating with engineering & product to create internal tools, forms, and email templates that optimize customer and agent communication.
- Working with product users to get feedback to ensure that designs are driven by research and data.

Visual Designer

Moxie Method | Palo Alto, CA | Aug 2020 - Jul 2023

- **Expanded client base by 12%** through offering of new services such as UX/UI design, web development, illustration, and animation.
- Collaborated with founders, product managers, and developers, overseeing projects and acting as the primary client contact for 20+ clients.
- Produced 10 end-to-end responsive websites, 2 web apps, & 1 mobile app.

Lead Designer and Brand Strategist

IFGF Conference North America | Seattle, WA | Jan 2023 - Mar 2023

- Established the conference brand guidelines, driving the look and feel of social media posts, virtual backgrounds for online participants, digital & printed materials.
- Spearheaded design meetings leading up to the conference, ensuring other designers' assets adhered to the brand guidelines.
- Created merch and other marketing materials that added more value to the conference experience.
- Designed the conference website as a platform to provide seamless online viewing experience and communicate information on details & logistics.

Graphic Designer

United Paper & Craft | New York, NY | Aug 2016 - Jun 2019

- Collaborated with sales, design, and production teams to verify factory samples and ensure timely delivery to clients.
- Resolved measurement and specification issues by testing products through physical prototyping.
- Worked under senior designers to help finalize new designs for every season.

EDUCATION

University of Washington MA

Master of Human Computer

Interaction + Design

Pratt Institute BFA

Communication Design

SKILLS

Design

User experience & interface design • Visual design • Wireframes and mockups with **Figma**, **Adobe XD**, & **Photoshop** • Motion design with **After Effects** • Illustration with **Procreate** & **Adobe Illustrator**

Prototyping

Video prototyping using After Effects • **Responsive web development** with **WiX Editor X** • Physical prototyping

Research

Rapid prototyping for concept evaluation
Generative & evaluative research • In-depth interviews & data analysis

Collaboration

Project management and project lead • Design workshops organizer and speaker • Cross-departmental collaborations with project leads, software engineers, and other designers & animators

AWARDS & COMPETITIONS

WiX Editor X Showroom, 2020

Featured portfolio website

BFA Graduation Awards, 2020

Excellence in Academic Achievement
Pratt Circle Award