

ELOISE OWEN

+1 (216) 702-8829 | owen.eloise@gmail.com | <http://grrl.com> | Based USA | [LinkedIn](#)

UX/Product designer with 5+ years of cross-sector experience translating complex systems into impactful, human-centered digital experiences. Across fintech, e-commerce, and academia, I thrive in fast-moving, collaborative environments at the intersection of design and strategy, bringing structure to ambiguity, emotion to function, and life to every pixel.

UX DESIGNER & DIGITAL STRATEGIST

Jan 2022 – Present

Contract and Freelance | Global (Remote)

Industries: UX/UI, CX, Web Design, Web Development, Digital Strategy, International Publishing, E-Commerce, Arts

- Designed and delivered 20+ web platforms, balancing user needs with performance, SEO, and accessibility best practices.
- Led end-to-end design processes: intuitive flows, component reuse, user-first information architecture.
- Conducted stakeholder interviews, usability tests, and iterative prototypes to validate features pre-launch.
- Integrated UX strategy into full-stack builds using HTML/CSS, Webflow, and lightweight JS.

PRINCIPAL DESIGNER, WEB

Jun 2022 – Apr 2025

The Journal of Audiovisual Ethnomusicology | Washington, DC (Remote)

- Architected full build: designing, coding, optimizing every element to drive accessibility, performance, and user engagement.
- Leveraged analytics and A/B testing to drive performance: faster load times, lower bounce rates, longer sessions.
- Built and maintained reusable UI components and systems to ensure consistency across complex digital ecosystems.

DIGITAL EXPERIENCE COORDINATOR

Aug 2019 – Dec 2022

Georgetown University Dept. of Economics | Washington, DC

- Led web design and content strategy for departmental site, increasing usability for students and faculty.
- Coordinated digital communications, events, and platform updates.

DIRECTOR OF CREATIVE OPERATIONS

Aug 2019 – Dec 2022

WGTB, Georgetown Radio | Washington, DC

- Led organizational strategy and operations for a cross-functional media team of 120+ people, 6 departments, \$60K+ budget.
- Directed brand, programming, and CX strategy across radio, web, and event platforms driving 400% growth in digital engagement.

DIGITAL STRATEGY INTERN

May 2021 – Sep 2021

Leo Burnett Worldwide | Chicago, IL

- Crafted UX research, data analysis, and behavior insights for high-impact work with Coca-Cola and Kellogg's.
- Collaborated with creative teams and top executives on cross-platform campaigns.

CURRENT PROJECTS

- Designing user interface for *NEMO*, a forthcoming Web3-native platform — Launching 2025
- SheFi Cohort 13 Scholarship Recipient— Applied UX research and systems thinking to explore decentralized finance tools, with a focus on financial inclusion and education.

SKILLS & TECH COMPETENCIES

UX/UI: Accessibility, SEO, Interaction Design, Responsive Design, AI tools, Wireframing, Prototyping, User Research

Dev: HTML, CSS, JavaScript, Python, Git

Design: Figma, Adobe CC, Google Suite, Notion, Webflow

Web3: DAOs, DeFi, Blockchain UX, Hackathons, Scaling

EDUCATION

THE UNIVERSITY OF TEXAS AT AUSTIN

McCOMBS SCHOOL OF BUSINESS

UX/UI Design for Data-Driven Business Solutions
Scholarship Recipient

GEORGETOWN UNIVERSITY

SCHOOL OF FOREIGN SERVICE

B.S. in Foreign Service, Magna Cum Laude

Honors in International Culture, Media, & Technology

Ggglitch: Designing Otherwise—Queer, Cyborg, and Interface Futures at whatsglitch.com.