**Elishema Fishman**  |  Seattle, WA 98177  |  www.elishemafishman.com

Seasoned UX professional with 14 years of experience conducting user research, designing for software / tools, smartphones, tablets, and the Web, and leading and mentoring teams.

## Skills

- **Interaction & Visual Design** including leading collaborative brainstorming activities, iterative sketching, wireframing, prototyping, high-fidelity mockups, and contributions to pattern libraries, and style guides.
- **User Research** including iterative usability testing, generative research studies & observation, interviews, surveys, personas, heuristic evaluation, diary studies, and journey maps.
- **Information architecture** including user flows, navigation and menus, and card Sorting and tree testing.

## Professional Experience

### Staff Product Designer| Twitter Developer Platform – Seattle, WA (*October 2022 – November 2022*)

- Led XFN workshops to create a new vision, rethinking the Twitter Developer Portal. Activities included defining success metrics, design sprint, prototyping, concept testing with 13 users, and prioritization with the product team. Several features from this vision are currently being designed and built..
- Led efforts across Goldbird design to improve best practices and XFN processes in collaboration with product and eng.
- Mentor direct team and other peers on improving processes, designs, cross-functional collaboration.

### Principal Interaction Designer | Teague – Seattle, WA (*March 2021 – September 2021*)

- Interaction design and User research for Teague's most complex projects.
- Mentorship with interaction design team. Initiated weekly remote critique sessions for the entire studio.
- Led international research in 5 countries with 100+ diary study participants and 71 moderated interviews.

### Sr. UX Lead | AWS Developer Tools – Seattle, WA (*September 2017 – February 2021*)

- Led redesign of the most complex pieces of the app within the AWS Developer Tools suite of tools – 8 consoles in total.
- Managed 2 direct reports and mentored direct design/research team of 10, plus other designers across AWS.
- Trusted advisor to AWS UX and Developer Tools leadership. Created design processes, including UX brainstorm and review processes, and presented concepts at AWS-wide design conference by request. Authored design tenets and created office hours structure and template for developers across AWS Developer Tools org.
- Designed an end-to-end, responsive internal Code Review tool that improved employee satisfaction by 20% YoY.
- Launched Code Artifact with 4% WoW growth within 3 months of launch.
- Bar raiser in training; interviewed more than 110 candidates.

### Instructor & Mentor | School of Visual Concepts – Seattle, WA (*December 2015 – June 2018*)

- Taught 6+ sessions of UX fundamentals over the course of 3 years and 2 sessions of UX capstone class
- Mentoring students
- Work with other instructors to advise the school on its UCD certificate program
- Created a course outline for Intro to UX and UX capstone classes that are used by all subsequent instructors as a guideline for class structure

### Sr. UX Designer | Amazon Lumberyard – Seattle, WA (*November 2015 – September 2017*)

- Designed 8 independent editors within the Lumberyard suite of software that improved time on task and NPS for actions performed in the Lumberyard Editor
- Designed 2 fully responsive web sites, including support for the Lumberyard forums solution
- Contributed to the Lumberyard pattern library and style guide, and developed the style guide for web properties
- Promoted to Sr. UX Designer

### UX Designer | Amazon.com Search & Discovery – Seattle, WA (*August 2013 – November 2015*)

- Design of various features on Amazon.com desktop & mobile search and detail pages that led to operating profit increases of 150mm+ annually
- Partnered with engineering on the design of a novel recommendation algorithm for the personalization team that resulted in patent

10417687. (See patent section below)
- Conduct generative research for Softline's VP to drive key business decisions.
- Led the UX effort for transitioning Amazon search to AUI – Amazon's new component library for retail.

### UX Design & User Research | REI – Seattle, WA *(October 2009 – June 2010; October 2010 – July 2013)*
- User research, concepting, and information architecture for brand new iPad app
- Design and usability testing of checkout flow and screens on Android, IOS, and the mobile web
- Redesign of entire Ski & Snow Report app on IOS and Android
- Design and usability testing of more than 30 unique promotional and campaign pages on rei.com and m.rei.com

### Information Development Co-op | IBM – San Francisco, CA *(June 2010 – October 2010)*
- Assist with project planning and management
- Content architecture, including drafting documentation for new features and reorganizing and editing existing documentation
- Assistance in migrating content from SGML to DITA (XML-based format)
- Assist information architects in redesigning structure of information center

### Research Assistant | University of Washington – Seattle, WA *(November 2008 – June 2010)*
- User research with 12 clinical researchers to determine efficacy and possible improvements to i2b2/Amalga systems. This research resulted in publication (see Publication section below).
- Project management associated with data sharing between i2b2 systems, including interfaces, architecture, workflows and barriers facing investigators from several locations
- Developing plans, drafting content and event management for Spring Symposium at the UW, attended by 200+ people
- Management of project Web site, including content development

## Education

### University of Washington | the Information School – Seattle WA *(June 2010)*
Masters of Science in Information Management – GPA 3.8

### UCLA | College of Letters and Sciences – Los Angeles, CA *(March 2005)*
Bachelor of Arts in English – GPA: 3.6

## Honors and Affiliations

William E. Henry Scholarship - Awarded in 2008
William E. Henry Scholarship - Awarded in 2009
Senator, Graduate & Professional Student Senate (GPSS) - 2008-2009

## Patents

Reel, Eric, Fishman, Elishema, Kurup, Madhu. 2019. Generating modified query to identify similar items in a data store. U.S. Patent 10417687. Filed December 12, 2014 and issued September 17, 2019

## Publications

Chilana PK, Fishman ER, Geraghty E, Tarczy-Hornoch P, Wolf P, Anderson NR. Characterizing Data Discovery and End-user Computing Needs in Clinical Translational Science. JOEUC, 2011; 23(4).