



Elena Hansen

Product Designer

+1 438 509 8098
elenahansen.com
elenaghansen@gmail.com

About Me

I'm a highly motivated designer with a background in design theory, passionate about leveraging it to create impactful user experiences and drive meaningful engagement with products. I feel strongly about creating useful, beautiful, long-lasting products and campaigns that genuinely bring real value to their users.

Education

University of Colorado at Boulder
Bachelor of Environmental Design
Specialization in Design Studies
Certificate in Technology, Arts, & Media

Danish Institute for Study Abroad
Architecture
Copenhagen, Denmark

Tools

Figma, Miro, Invision, Ballpark, Zeplin, Balsamiq, Principle, Adobe Illustrator, Adobe Photoshop, Adobe InDesign

Skills

Design Thinking, Visual Design, Rapid Prototyping, Wireframing, Usability Testing, User Flows, Collaboration and Communication

Experience

elenahansen.com

Product + Marketing Designer

June 2016 - Present

- Cultivates brand identities and marketing materials aligned with the most current design trends to launch effective and impactful campaigns
- Understands user needs through empathetic research, resulting in designs that not only look great but also enhance user experience
- Creates wireframes and prototypes to quickly work through design processes following design theory principles
- Generates pixel-perfect deliverables and marketing materials to facilitate brand and product recognition

Clients Include: Un et Un Font Mille, Mouvement HABITATS, Glowtify, Café Pista, Helppo, Viking Restoration, Green Home Solutions

Global Codes Pty Ltd

Lead UX Designer

December 2020 - 2022

- Helmed the creation of responsive design frameworks and systems across a number of subsites under the larger Global Codes umbrella
- Individually cultivated brand and marketing strategies tailored to each endeavor
- Led the creation of rapid prototypes and wireframes and produced pixel-perfect deliverables

Concepts Furniture

Design Consultant

2017 - 2019

- Created floor plans, site analyses, fabric and colour swatches for use as design reference materials for individuals
- Consulted and oversaw interior design and decorating
- Placed custom furniture orders and managed sales floor