



# ELIZABETH STRUM

UX/UI Designer

## Contact

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## About Me

UX Designer specializing in crafting distinctive and impactful designs.

Leveraging a background in customer experience and design, I integrate valuable insights to assist clients in expanding their customer base and driving revenue growth.

## Skills

- UX/UI Design
- Design Thinking
- Prototyping and Wireframing
- Frontend Development
- User Testing

## Soft Skills

- Empathy
- Problem-Solving
- Communication

Previous experience in Customer Success roles enabled me to develop strong communication and empathy skills, whilst maintaining a problem-solving attitude.

## Design Tools

- Figma
- Sketch
- Adobe XD
- Adobe Illustrator
- CSS & HTML

## Languages

English C2

Lithuanian C2

Spanish B1

## Experience

### Customer Success Specialist

Dec 2022 -

Frontiers - Lausanne, Switzerland (Remote)

Apr 2024

- Managed client communications and conflict of interest issues in a fast-paced scientific publishing environment.
- Utilized Salesforce, Excel, and Microsoft Teams to streamline workflows, automate processes, and enhance communication.
- Improved efficiency and reduced resolution times by 30%.

### Customer Experience Specialist

May 2022 -

Treatwell - Barcelona, Spain

Dec 2022

- Provided B2B and B2C SaaS support at a leading beauty tech company.
- Delivered cross-country support in Lithuanian, English, German, and French.
- Enhanced customer satisfaction and streamlined support processes across multiple languages using Salesforce and Zendesk.

### Social Media Manager // Online Store Co-Owner

Jul 2019 -

Cbdario - Barcelona, Spain

Nov 2021

- Managed online shop operations to ensure a seamless customer experience.
- Created compelling, on-brand content for social media to drive engagement and sales.
- Tracked inventory and analyzed sales data for product offering optimization.

## Education

### UI/UX Design Bootcamp + Frontend Development for Designers 2023 - 2024

CareerFoundry

- Cultivated expertise in user research, prototyping, and information architecture.
- Coded and designed portfolio webpage using HTML and CSS.

### Elements of AI

2024

University of Helsinki

- Gained a comprehensive understanding of artificial intelligence, including its history, key concepts, and various applications across different industries.
- Developed hands-on skills in applying AI techniques and methodologies to solve real-world problems, enhancing both theoretical knowledge and practical experience.

### Design Thinking

2008 - 2012

The Open University, UK

- Emphasized universal design principles inspiring creativity across disciplines.
- Developed a strong understanding of design through academic and practical work.