

✉ ejholloway@gmail.com

📞 323.388.7775

🏠 Las Vegas, NV

🌐 weaponux.com



Elizabeth Holloway

UX Designer

SKILLS

UX Strategy and Planning
Design Thinking
User Research
Information Architecture
Journey Mapping
Wireframing
Design Systems
User Interface Design
Prototyping
Art Direction
Illustration

SOFTWARE

Figma
UserTesting
UserZoom
Miro
Adobe CS
Sketch
InVision
Confluence
JIRA

EXPERIENCE

BTV MARKETING

February 2024 – Present | Remote

Director of Digital Design

- Drove user research efforts to inform user-centric product design.
- Collaborated on wireframes, prototypes, and user flows for seamless digital experiences.
- Conducted usability testing, identifying UI improvements to enhance user satisfaction.

CAESARS ENTERTAINMENT

September 2020 – February 2024 | Remote

Product Designer

- Collaborated across Caesars Sportsbook and Casino requirement areas to ideate, define, design and implement features for the entire roadmap
- Developed UX strategy and design to create a new acquisition funnel
- Conducted research to inform player retention. Designed features aimed at increasing engagement

ROBERTSON + PARTNERS

June 2016 – September 2020 | Las Vegas, NV

Interactive Designer

- Focused on creating digital strategies and user-centered solutions for agency clients
- Worked with global and national brands such as Howard Hughes Corporation, McDonald's, Ford, Las Vegas Raiders in creating impactful interactive experiences for customers

LET'S RALLY

November 2014 – June 2016 | Las Vegas, NV

Interactive Design Director

- Lead direction of digital initiatives for hospitality brands such as The Cosmopolitan of Las Vegas and Venetian Palazzo.
- Collaborated with strategy and development to deliver both B2C and B2B digital products.

SK+G

September 2012 – November 2014 | Las Vegas, NV

Senior UX/UI Designer

- Supported agency digital initiatives with interactive solutions for hospitality and gaming brands such as MGM Resorts and Boyd Gaming.
- Developed and maintained digital advertising deliverables such as websites, integrated campaigns, CRM communications

MUSIC MASTERMIND

July 2009 – December 2009 | Los Angeles, CA

UX Director

- Responsible for cognitive flow, game direction, character design and story line of the Zya music creation product.
- Collaborated with producers and engineers on mechanics and game development

✉ ejholloway@gmail.com

📞 323.388.7775

🏠 Las Vegas, NV

🌐 weaponux.com

EXPERIENCE (CONTINUED)

SOLUTION X GLOBAL

February 2007 – February 2009 | Los Angeles, CA

UX/UI Director

- Managed in-house digital team
- Directed strategy and design of B2B solutions, mainly customer management platforms, for companies in the direct selling and health industries

Micromass Communitications (now Evoke Micromass)

February 2006 – February 2007 | Raleigh, NC

Interactive Designer

- Created DTC integrated campaigns for global brands such as Novartis and Bayer.

Sanctuary Records Group

May 2002 – February 2005 | Raleigh, NC

Production Design Director

- Managed creative team through the production life cycle of 500+ releases a year.
- Responsible for direction and production of packaging and collateral for artists such as Mary J Blige, Morrissey, Wu-Tang Clan, KISS, and more.
- Coordinate production release across global offices in Germany, London and Japan

Software Technologies Laboratories

January 2000 – May 2002 | Blacksburg, VA

Interactive Designer

- Created digital programs to support inventory and analysis for government department management systems within the DOE and DOD.

EDUCATION

Iowa State University

Ames, IA | 2015-2019

M.HCI in Human Computer Interaction with Summa Cum Laude Graduation Honors

Virginia Polytechnic Institute and State University

Blacksburg, VA | 1999-2002

B.A. in Graphic Design with Cum Laude Graduation Honors

HONORS AND ACTIVITIES

Iowa State Mechanical Engineering Graduate Student Organization (MEGSO)

Executive Board Member, Designer, Student Mentor

Association of Computing Machinery (ACM)

Member

National DTC Silver Award

Ask About Iron integrated program

National Academy of Recording Arts and Sciences

Voting and Committee member

RIAA-Awarded Gold Record

Art director for Mary J Blige Live in Los Angeles / 2004