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📞 323.388.7775

🏠 Las Vegas, NV

🌐 weaponux.com



Elizabeth Holloway

Product & Experience Designer

EXPERIENCE

ROBERTSON + PARTNERS

Current | Las Vegas, NV

User Experience Director

BTV MARKETING

2023 – 2025 | Las Vegas, NV

Director of Digital Design

- Drove user research efforts to inform product design.
- Created design deliverables and user flows for seamless digital experiences.

CAESARS ENTERTAINMENT

2020 – 2023 | Remote

Product Designer

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

ROBERTSON + PARTNERS

2016 – 2020 | Las Vegas, NV

Interactive Designer

- Created digital strategies and solutions for agency clients.
- Global and national brands include: Howard Hughes Corporation, McDonald's, Ford, Las Vegas Raiders in creating impactful interactive experiences for customers

LET'S RALLY

2014 – 2016 | Las Vegas, NV

Product Designer

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

SK+G

2012 – 2014 | Las Vegas, NV

Senior User Experience 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

Zya (Acquired by Google)

2009 | Los Angeles, CA

Product Design Lead

- 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

SKILLS

Design Strategy
Design Thinking
User Research
Information Architecture
User Journey Mapping
Wire framing
Design Systems
User Interface Design
Prototyping
Art Direction
Illustration

SOFTWARE

Figma
UserTesting
UserZoom
Miro
Adobe CS
Confluence
JIRA

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EXPERIENCE (CONTINUED)

SOLUTION X GLOBAL

2007 – 2009 | Los Angeles, CA

Product Design Lead

- 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 COMMUNICATIONS (now Evoke Micromass)

2006 - 2007 | Raleigh, NC

Interactive Designer

Created integrated campaigns, including launch of Singular, for global brands such as Novartis and Bayer.

SANCTUARY RECORDS GROUP (Acquired by Universal Music Group)

2002 - 2005 | Raleigh, NC

Production Design Director

- Managed creative team through the production life cycle of 500+ releases a year. Coordinated production release across global offices in Germany, London and Japan.
- Responsible for direction and production of packaging/collateral for artists: Mary J Blige, Black Sabbath, Wu-Tang Clan, KISS, etc.

SOFTWARE TECHNOLOGIES LABORATORIES

2000 - 20002 | Blacksburg, VA

Interactive Designer

- Created digital programs to support inventory and analysis for government department management systems within the Department of Energy and Department of Defense.

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