

Ellen Beldner

User-centered product design and management for software.

Work Experience:

Groupon, Inc., Palo Alto Ca. Jun 11 - present. Director of Design, Consumer.

Direct design work for Groupon.com, Groupon mobile apps, and Groupon emails. Provide strategic product input to major initiatives and new lines of business. Manage UX researchers and coordinate research activities. Team of 10.

LinkedIn, Inc., Mountain View Ca. Sep 10 - May 11. Principal Designer.

Homepage Team Lead. Redesigned signed out homepage (5% conversion increase). Conceptual redesign of site emphasizing prioritized network news and spheres of privacy.

ChoiceVendor, Inc., San Francisco Ca. Nov 08 - Aug 11 (acquired by LinkedIn). Director of User Experience; First Employee.

Everything and then some at a B2B review software startup. [Data-driven feature planning](#), [feature prioritization](#), product design, Information Architecture, UI. Planned, conducted, and gathered user data: usability studies, log / db analysis, surveys, and more. Customer service and [policy planning](#).

YouTube, San Bruno, Ca. Dec 07 - Nov 08. UE Designer, Monetization Lead.

UE team lead for all YouTube monetization projects: [Video promotions / advertising](#); all copyright and licensing UI, including the [YouTube Content Manager](#). Coordinate work between 2 visual designers, 2 web developers, 1 researcher to meet PM and tech lead needs.

Google, Inc. Mountain View, Ca. May 03 - Dec 07. User Experience Designer.

Lead designer for [AdWords](#) Internal Approval System 2007, Google Base 2006, [Google Checkout 2005](#), Blog Search 2004, Groups 2004. Information architecture, innovative interaction design, visual design, HTML / javascript, [design project management](#).

Non-project activities: I introduced [new design processes](#). Significant contributor to Google's [UX Style Guide](#). Give talks to engineers and PM about UCD.

Covigna Inc., Mountain View Ca. Jun 01 – Apr 03. Design Lead.

Managed, designed, built, and usability tested interface for web-based [enterprise](#) contract management software.

Reactivity, Inc., Belmont Ca. Jul 00 – Apr 01. Design Entrepreneur.

Interaction design and [usability research](#) at a startup consulting and incubator company.

Software Engineering Institute, Pittsburgh Penn. May 98 – May 00, Interaction Designer.

Education:

Carnegie Mellon University, Pittsburgh Penn. B.A., Honors.

[Human-Computer Interaction](#) and Professional Writing double major.

Honors thesis: *The Rhetoric of Privacy*.

Publications et cetera:

Miscellaneous design contract work as [Elbo Design](#) (2008).

Guest lecturer at [Haas School](#) of Business course on process innovation (2008).

Contributing author to [Thoughts on Interaction Design](#) by Jon Kolko (2007).

Guest author, *Ambidextous Magazine*: Design of Dinner Parties (2007).