

HEATHER ELSA

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Portfolio 

EDUCATION

BA, Physics and Music
The Evergreen State College, WA
1989 - 1992

DISCOVERY

Product Vision/Strategy
Prototyping
Design Sprints/Hackathons
Proof-of-Concept Testing
Information Architecture
Industry Analysis
Usability Testing

DESIGN

UI/Visual Design
Mobile/Touch Devices
AI Artificial Intelligence
Hardware Design
Iterative Prototyping
Design Systems
Branding/Marketing

LEADERSHIP

Teambuilding/Hiring
Design Principles
Career Ladders
Design Culture

OTHER

Accessibility
Localization

RESUME

I'm a hands-on product design leader with 15 years of experience leading teams, defining vision, and creating strong design foundations. I build high-performing, emotionally-connected teams that are empowered to execute with ownership. My experience spans UX, product strategy, marketing, and hardware/device design across growth-stage companies and global organizations. I bring an entrepreneurial mindset and a deep sense of ownership to every challenge, connecting design decisions to user research, product-market fit, business goals, and real-world constraints.

EXPERIENCE

PROMETHEAN WORLD | UX Product Design Director | 2021 - 2025

- Defined and prototyped Promethean's first SaaS vision and strategy, unifying multiple products and user bases into a single, cohesive, paid (subscription) app
- Hired and led a team of 10 designers and a UX writer
- Established design principles, product design guidelines, and career growth pathways
- Created the Embers Design System, ensuring consistency and efficiency across all products
- Initiated the accessibility program, training 95% of product team, achieving 86% WCAG 2.1 AA+ compliance
- Conducted research, design sprints, prototyping, and usability testing
- Named on two patents and design awards (Red Dot and iF Award, 2023) for AP9 industrial design

ZONAR SYSTEMS | Principle UX Designer | 2020 - 2021

- Designed Coach, a mobile app, smart cam and web platform for commercial drivers
- Partnered closely with product teams to develop strategies, create prototypes, and facilitate ideation sessions with senior leadership
- Expanded the design system to improve consistency and efficiency across products
- Conducted user interviews and research that informed design decisions

VERITY DIGITAL | Head of Design/Co-Founder | 2018 - 2020

- Consulted on UX and design strategy for diverse clients, including Kaiser Permanente (patient and provider portal redesign), Snowflake (environmental office design), and Nockpoint (branding)
- Embedded with client teams to create and oversee design deliverables
- Conducted user research and industry analysis to inform product strategy and design
- Developed marketing strategy and led sales efforts for design services

SEMITONE MUSIC (KOMP) | Head of Design/Co-Founder | 2017 - 2018

- Sole designer for Komp, a B2C music notation app for iPad and Apple Pencil
- Oversaw research, strategy and all UI/UX (visual and functional)
- Created a gestural entry method and a machine learning onboarding system
- Designed logo and branding

GETTY IMAGES | UX Design Director | 2013 - 2017

- Created and led Getty Images' first internal mobile team, producing four apps in seven months, including the award-winning Stream app, recognized as one of Apple's Best Apps of 2014
- Promoted to lead both web and mobile initiatives, shaping unified product strategies and experiences
- Standardized design, identifying and resolving visual and functional inconsistencies between products
- Oversaw the redesign of the website search experience
- Redesigned the Getty Images and iStock logos, unifying branding across multiple Getty products to establish a cohesive visual identity

ZUMOBI | **Sr. Interactive Designer** (2009) > **Design Team Manager** (2012) > **Director of Product Design** (2013)

- Designed some of the era's most-downloaded mobile apps, including MSNBC, MotorTrend, The Today Show, and Popular Science.
- Led product design and development from initial concept through launch, optimization, and ongoing improvements.
- Promoted twice in four years, ultimately managing combined design and development teams.
- Presented app concepts directly to major publishers and stakeholders, developing app strategies and content plans

FISHER INTERACTIVE NETWORK | **Interactive Advertising Art Director** | 2008 - 2009

SEATTLE TIMES | **Interactive Advertising Art Director** | 2006 - 2008

DEC-O MEDIA | **Creative Director/Founder** | 1999 - 2006

AWARDS AND CONTRIBUTIONS

PROMETHEAN WORLD

- 2024- Named on **2 patents** for innovation at Promethean World
- 2023 - AP9 winner of 2 design awards: **iF Award 2023** and **Red Dot Design Award 2023**

GETTY IMAGES

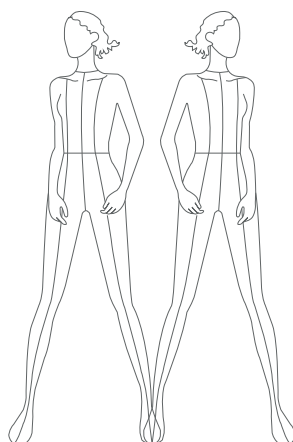
- Getty Images Stream for OS X **Best Apps of 2014**
- 2013 **IAB Mixx Awards - Gold Winner**
- 2013 **Smarties Awards - Finalist**

ZUMOBI

- W3 Award for creative excellence in mobile - **Gold Winner for MSN Autos app**
- The **Webby Awards Honoree for best news app** - MSNBC.com (now NBC.com)

VOLUNTEER WORK

- **Rainier Prep Junior High** - Promethean panel donation and setup and "owl bucks" school currency design
- **"Sonic Guild"** (national subscriber-led organization supporting local music) auction and newsletter design
- **St. Paul Elementary School** (Design, Scriptwriting, filming of 3 videos: **1) Winner** of a **Promethean Panel**, **2) Fundraiser** to replace **school equipment**, **3) Yearly auction video** that increased donations from **\$7K to \$26K!**)
- **BF Day Elementary School** - yearly design for their giving program
- **Rainier Beach Community Club** (brochure and website design)
- **Rainier Beach Median Project** (website, print materials, garden design, signage)
- Coordinated the Seattle Times 2007 **United Way Campaign**, increasing participation from 17% in 2006 to 82% in 2007



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