

Ilana Ziff

// experience designer // researcher // content strategist

Experience

Senior Experience Designer, Autodesk

Portland OR, Apr 2021 - present

Designing core experiences that enable seamless, reliable access to data across desktop and cloud environments—translating complex platform and systems challenges into intuitive, scalable solutions while partnering cross-functionally to reduce workflow friction, build user trust, and establish data access as a foundational layer across the Autodesk ecosystem.

- Desktop Connector
- Universal Data Access, Platform Services + Emerging Technologies
- Analytics + Insights, Program Business and Excellence
- Autodesk Platform Services, Platform Services + Emerging Technologies

Eperience Designer, Autodesk

Portland OR, May 2020 - Apr 2021

- Responsible for routine qualitative research, scheduling, facilitating, logging and tracking
- Implementation and maintenance of continuous CSAT survey
- Research, analysis, synthesis, design implications and measurable principles
- Prototyping, usability testing, annotated handoffs
- JIRA epic and story creation
- Cross-team analysis and synthesis workshop facilitation
- Bi-monthly research and design share outs
- Contribution to build and deploy service blueprint
- LUMA methodologies and JTBD framework

UX Designer and Researcher, Ruby

Portland OR, Aug 2017 - May 2020

- Research and design for internal and customer-facing products and applications
- Desktop and mobile apps
- Customer journey research + mapping, personas, workshop facilitation
- Branding redesign
- Dev-ready annotated comps
- Internal product style guide

UX Design, Tribe

Remote, Dec 2016 - Apr 2017

- Mobile app design
- Concept building and consulting on user flows, personas and site map
- Wireframing
- Interactive prototype

Website Design, Di Nigunim

Remote, Nov 2016

- Research and concept building
- Interaction and visual design
- Creation and setup via builder

Freelance Designer, HiveQuest

Oakland, CA May 2016

- Concept and design of a DIY gratitude kit for users
- Research and ideation
- Content design
- Physical prototype

Projects

UX/UI, Cozy

Sep 2016

- Ideation and sketching
- User research
- High fidelity mockups

UX/UI, Megabus

June 2016

- Ideation and sketching
- User research
- High fidelity mockups
- Interactive prototype

UX/UI, High Treason

June 2016

- Website redesign
- Ideation and sketching
- Reconstruction of IA
- User research
- High fidelity mockups
- Interactive prototype

Contact

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Skills

Design

Wireframes + prototyping

Responsive design

Storyboards

User flows

Conceptual design

Service blueprints

Information architecture

Copywriting + project briefs

Heuristic evaluation

Scenarios

Style guides

Analog + digital photography

Research

A/B testing

Quant/qual user research

Interviews + surveys

Personas

Journey maps

Card sorts

Data analysis + synthesis

Affinity mapping

User testing

Usability testing + guerilla testing

Jobs to be done + job stories

Collaboration

LUMA Practitioner certified

Planning + facilitating design sprints

Planning + facilitating workshops

Agile + scrum methodologies

Hypotheses & measurements of success

Self starter, detail oriented, flexible

Tools

Figma

Adobe Creative Suite

Jira

Airtable

Looker

Target Process

Productboard

Sketch

Invision

Lookback

Pendo

Qualtrics

SurveyMonkey

Hotjar

Lucid Chart

Excel

PowerPoint

Keynote

Working knowledge of HTML + CSS

Education

UXDI, General Assembly,

San Francisco 2016

B.A., Fine Arts Photography,

SFSU 2011