

# 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

### Experience 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