

# CHELSEA PURSLEY

Product Designer

## Work Experience

### Elavon, Atlanta, GA / Remote

Wholly owned subsidiary of U.S. Bank, Elavon is an agile work environment producing software for small and medium-sized business owners to manage and grow their businesses.

#### *Lead Product Designer | Mar 2018 - Present*

Sole product designer on European flagship product, Converge. Craft the user experience from onboarding to processing the first transaction and monitoring sales trends. Work directly with developers, product owners, and stakeholders to ensure designs are implemented with the end user in mind. Collaborate with UX team to create a design system to unite all products under a single brand with heavy emphasis on A11Y compliance. Hire, mentor, and train interns in prototyping and usability testing. Lead an interactive design session on a bi-weekly basis with the UX team.

#### *Junior Product Designer | Sep 2016 - Mar 2018*

Worked alongside other designers to create wireframes and high fidelity prototypes. Created user journeys and storyboards to drive the product vision. Utilized feedback from A/B testing, site visits, and integrated product surveys in order to drive a better customer experience.

### EcoCAR, Atlanta, GA

Four year long competition across 16 universities converting a Chevrolet Camaro into a fully functional hybrid-electric vehicle. University teams consist of undergraduate and graduate students as well as PhD candidates. Funded by the Department of Energy and General Motors.

#### *Communications Manager | Jan 2015 - Mar 2016*

Responsible for planning, marketing, and executing all outreach events. Designed and updated the website to increase community and press engagement. Managed content and postings for all social media accounts. Led a team of 10 undergraduates. Attended two conferences to present findings pertaining to all communications efforts throughout the year.

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## Education

### Georgia Institute of Technology, Atlanta

*B.S. in Computational Media*

*Concentrations Interaction Design + People*  
Courses in web design, user experience, front-end development, human factors, and behavioral studies.

## Tools



Sketch



Adobe C.S.



UserTesting



Figma



InVision



Axure RP

## Programming

Java  
HTML / CSS  
Android Development  
JavaScript  
C

## Skills

Prototyping, wireframing, information architecture, interaction design, storyboarding, data visualization, graphic design, user research, native mobile development, A11Y compliance.