

# Elena Qian

elenaqian02@gmail.com ✉

713-282-2588 ☎

linkedin.com/in/elena-qian1 🌐

elena-portfolio.com 📄

## Education

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The University of Texas at Austin | Psychology B.A | Minor: Business

2020 - 2024

## Experience

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Crossfill | Associate Product Designer | Mountain View, CA

July 2025 - Present

- Designed and shipped a 0→1 AI visibility platform, simplifying complex LLM outputs into intuitive, scalable workflows that power actionable user insights.
- Used Claude AI to prototype and validate workflows, generate production-ready front-end code, resolve UI defects, and accelerate feature delivery.
- Owned user discovery through 15+ customer interviews and usability testing, diagnosing workflow friction and translating insights into product improvements that reduced turnaround time by 30%.
- Translated complex backend logic and AI system constraints into clear interaction models and documented UX specifications for engineering.
- Contributed to product roadmap discussions by performing competitive and UX analysis, informing feature prioritization, long-term product strategy, and operational tradeoffs.

Cobalt | Inbound Web Intern | San Jose, CA

July 2024 - Jan 2025

- Analyzed user behavior using Hotjar session recordings and Google Analytics to identify drop-offs in landing and onboarding flows, informing targeted UX improvements.
- Designed and executed A/B experiments on page layouts and CTA placements, increasing click-through rates by 60%.
- Conducted competitive UX audits to benchmark landing page patterns and identify opportunities for differentiation.
- Developed wireframes and layout variations to optimize information hierarchy and reduce cognitive friction on high-traffic landing pages.
- Updated and standardized UI patterns across landing pages to improve consistency and usability.

PangTong Wellhead | Digital Marketing Designer | San Jose, CA

Sept 2023 - May 2024

- Led end-to-end redesign of a 13-page website, restructuring information architecture and user flows to clarify complex product offerings and improve navigation.
- Synthesized stakeholder input and user feedback to align business goals with user needs and refine product positioning.
- Designed reusable, responsive UI components to improve usability, visual consistency, and scalability across the site.

## Projects

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Elevate Skin Clinic | Web Developer | Houston, TX

June 2023

- Designed and developed a 5-page responsive website, owning UX strategy, UI design, and front-end implementation from concept to launch.
- Created wireframes, user journeys, and prototypes to support appointment booking and onboarding flows.
- Implemented designs using WordPress and basic HTML/CSS, optimizing for mobile and desktop experiences.

## Certifications

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McCombs UX/UI Design Bootcamp | The University of Texas at Austin

May 2023 - Nov 2023

Business Strategy | Harvard Business School

Jan 2023 - April 2023

## Additional

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**Skills:** VS Code, Claude Code, Figma, Adobe Creative Suite, Wordpress, Framer, Webflow, Basic HTML/CSS, Web Accessibility Evaluation, User journeys, Information Architecture & Wireframing, Prototyping & Usability Testing, Design Systems & UI Pattern Libraries

**Languages:** Business fluent in Chinese (Mandarin)