

CLAIRE EISENHUTH UX DESIGNER

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EXPERIENCE

Designation, Chicago

9/18 - 3/19

UX Designer

Clients- Homebuddy, The Eric Carle Museum of Picture Book Art

- Collaborated with teams in an agile work environment applying user-centered design to achieve user and business goals
- Conducted research and synthesis to design optimal user experiences across web and mobile
- Identified user goals through research, ideation and testing and created and iterated on prototypes for clients
- Built a digital concierge service for *Homebuddy* that eases the user's overwhelming journey from home buying to the maintenance and repair issues that arise once they are homeowners
- Designed a digital experience for the *Eric Carle Museum* with convenient and comprehensive lesson plans for underfunded educators to inspire a love of art and literacy among their personal communities

OMD, Chicago

6/13 - 12/18

Digital Media Supervisor

Clients- Gatorade, Propel

2/17 - 12/18

- Led the strategic and tactical development of Propel's cross-platform media recommendation to drive household penetration
- Developed Gatorade's eCommerce growth strategy across Amazon and Gatorade.com to increase online product sales of Gatorade sports drinks, protein powder, and bars
- Facilitated content partnership with interagency teams to boost equity for Gatorade's Girls in Sports campaign which received the Adweek 2018 Media Plan of the Year Award
- Managed training and development of three employees to ensure successful execution of digital media buys, campaign stewardship and client deliverables

Media Analyst

Clients- Barilla, Bel, Morton Salt

8/15 - 2/17

- Developed tactical digital media recommendations for Bel Portfolio 2016 planning; reviewed, vetted and negotiated proposals to deliver on client's business objectives
- Collaborated with creative agency, media vendors and clients during activation to seamlessly execute digital media buys
- Established standardized measurement approach across clients to determine the effectiveness of digital media on meeting objectives
- Analyzed media delivery metrics for Barilla's Pronto Pasta reporting to measure campaign success

Strategist

Clients- Barilla, Bentley, Morton Salt

11/14 - 8/15

- Contributed to the strategic development of Barilla's first all digital product launch to drive awareness of Pronto Pasta
- Developed Bentley Q2 Flying Spur digital media strategy to generate qualified leads to Bentley dealerships
- Executed partnership with Nielsen Catalina to drive Barilla Protein Plus sales delivering a \$2.18 ROAS, exceeding benchmarks
- Managed relationship with International Account Coordinators providing monthly business, media, and budget updates for the US market

EDUCATION

University of Illinois Urbana-Champaign

8/09 - 5/13

College of Media: Advertising

School of Art & Design: Art History Minor

Study Abroad Spring Semester 2012: Academia Italiana, Florence, Italy

SKILLS

UX Design
Prototyping
User interviews
User testing
Wireframes
Journey mapping
Personas
Competitive analysis
Usability testing
Task/user flows
App/site map creation
Brand marketing
Digital media advertising
eCommerce
Direct response
Brand equity
Media strategy

TOOLS

Sketch
Axure
InVision
Marvel
Keynote
Illustrator
Google Analytics
Google Campaign Manager

AWARDS

2018 Adweek Media Plan of the Year

OMD Gatorade & Versus-
"Keeping Her in the Game"
Best Use of Branded
Content/Entertainment in
Campaigns Spending
\$1MM-\$2MM

ASSOCIATIONS

AIGA Chicago Member
Participating in AIGA
Mentorship Program
"Design System Thinking"
Program in Spring 2019