

# ESTHER ELENA ESTROFF

PRODUCT USER EXPERIENCE DESIGNER & USER RESEARCHER

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## EXPERIENCE

### ESTHERNAUT DESIGNS, LLC

CEO, Product Design and User Experience

November 2023 – Present | Pittsburgh, PA

Worked on multiple contracts across various industries, conducting discovery research to assess market viability and designing interactive prototypes with refined design systems for developer handoff. Due to NDAs and unreleased products, project details remain confidential, but work included UX strategy and iterative design to meet business objectives.

### CIVIC SCIENCE INC.

Director of User Experience

June 2021 – October 2023 | Pittsburgh, PA

Managed the User Experience team, balancing long-term and strategic planning with immediate needs to deliver the highest impact change with limited resources.

- Defined UX strategy and initiatives by connecting research, analytics, and conversations with cross-team stakeholders, helping identify priorities and timelines while also maintaining an extensive groomed backlog.
- Simplified the interaction for the product's powerful comparison tool by refining and articulating core problems from multiple sources such as Product initiatives, Sales requests, and user feedback, resulting in a decrease of 60 hours of Customer Support requests per week.
- Evolved a new Artificial Intelligence (AI) driven question writing product offering through all phases of implementation, including gathering and prioritizing user requirements for an "MVP" offering and scoping features to ensure a cohesive experience for each stage of development and release, resulting in a 267% increase in question volume.
- Mentored and provided career coaching to junior employees in both design and research initiatives, including the usage and maintenance of the home-grown design system.

Increased the System Usability Scale (SUS) Score for released features by 36 points in a two-year period by redesigning the product to address navigation and usability issues, while giving the interface an updated visual treatment.

- Created and maintained an extensive design system, beginning with atomic design principles scaled into complex interactions in a consistent and reusable library of templates and components, shared with the development team.
- Defined and evolved the system's home page, providing an area for users to quickly begin or resume tasks, and leading to increased engagement across platforms.
- Redesigned the core search experience to improve user control and freedom, resulting in a 34% reduction on Time on Task (TOT) and a 225% increase in success rates within a 5-minute period.

## CURAVI HEALTH, ARKOS HEALTH

Principal Product Manager

April 2018 – March 2021 | Pittsburgh, PA

Product manager tasked with developing portable telemedicine units intended to optimize doctors' range outside of acute settings and increasing efficiency by providing care to avoid hospitalizations.

- Expanded product offerings by building portable hardware and software prototypes, considering the needs of transporting and using the case in urgent situations, and determining required peripherals based on relevant data and studies.
- Piloted four iterations of the offering, each with a different workflow, use case, and stakeholder, resulting in a whitepaper published in several industry newsletters.

Sole product designer in charge of the omnichannel user experience for the core geriatric telemedicine product line, aimed at connecting nurses with doctors to provide after-hour care to treat patients in place and avoid costly transfers to the hospital.

- Increased provider efficiency by streamlining workflow to sort and prioritize incoming consults, creating a visual workflow for consults resulting in end-of-shift documentation completion increasing from 75.8% to 96.3%.
- Doubled consult volume in one year, reducing barriers for nurses by simplifying complex processes such as document scanning and uploading vitals, and reducing redundancy by integrating EMR access to provide relevant information.
- Facilitated strategic meetings to determine product needs, prioritize features and timelines during company merger, as well as adopting additional roles to ensure success, including project management establishing pilots and heading training.

## CVENT, INC.

Staff Product Designer and User Researcher

November 2016 – April 2018 | Tyson's Corner, VA

Lead user experience researcher for Hospitality Cloud, collaborating with designers, product managers, and engineers on other product lines.

- Doubled guest-side conversion rate by establishing the first comprehensive product analytics practice to collect and review real-time metrics from various user segments, discovering friction points and obstacles to completion.
- Increased business impact of small team supporting 20 products by establishing processes for requesting research including a detailed intake form to clarify scope and requirements, designing templates and reusable data visualizations for common deliverables, and forcing project prioritization to align with company vision.

Designed and piloted research program to establish baseline metrics to evaluate core Cvent products.

- Established target metrics for core tasks based on KPIs and industry standards such as Time on Task, Task Success, Task Confidence, System Usability Scale, and Net Promoter Score (NPS).
- Turned qualitative information into quantitative metrics around performance and satisfaction by coding user transcripts feedback, gathering and analyzing findings to discover patterns in user behavior and present problems to leadership.

## MICROSOFT CORPORATION

Senior User Experience Designer

November 2013 – September 2016 | Reston, VA

Lead designer for two releases of Microsoft Dynamics CRM Portals, a customizable web interface to service the knowledge base, helpdesk, sales, community, and event management features of the product.

- Independently designed user interaction flows for six distinct use cases based on customer behaviors and common tasks discovered through comparative analysis and heuristic reviews of existing web portals.

- Reduced implementation effort by identifying core interface components in the design which could leverage existing Twitter Bootstrap libraries. Clearly communicated these designs to developers by translating them into a series of detailed redlines.
- Utilized creative and technical problem-solving skills when providing design solutions for accessibility issues as well as CSS fixes for mobile reflow and styling issues uncovered through formal and ad-hoc design reviews.
- Exhibited flexibility and ability to work in teams by seamlessly transitioning from sole designer to a large design team, redesigning the content writing workflow for Knowledge Management integrated into the new combined product.

## HARRIS CORPORATION

Software Engineer, User Experience Design and Research

February 2011 – October 2013 | Palm Bay, FL

Increased user productivity on internal applications by 45% as demonstrated by findings from quantitative usability studies by designing user interfaces and information hierarchy for new and legacy applications.

Met with project stakeholders to determine UX needs, and communicated ideas in an iterative process via sketches, low-fidelity wireframes, Photoshop mock-ups, and HTML prototypes as well as accompanying tutorials and videos.

## EDUCATION

### GEORGIA INSTITUTE OF TECHNOLOGY

BS Computational Media; Human Computer Interaction  
Alumni Ambassador since 2025

August 2007 – December 2010 | Atlanta, GA

## PROFESSIONAL DEVELOPMENT

### ORGANIZER, STEEL CITY UX LADIES

Core organizer of a local professional development group focused on education, professional growth, and networking via monthly events and individual mentorship since 2020. Event panelist and subject matter expert.

### NIELSEN NORMAN GROUP

Certified Specialist in Interaction Design and UX Management.

Completed over 30 hours of professional courses, averaging a 93% exam score.

## OTHER SKILLS

### UX SKILLS

Figma, Sketch, Adobe Creative Suite, Atomic Design Systems and Design Pattern Libraries, Visual and Interface Design, Qualitative and Quantitative User Research, Moderated and Unmoderated User Studies, Discovery Research and Requirements Gathering, UserZoom, Mural, Miro, Tree Testing, Card Sorts, 5-Second Tests, Heatmapping, SWOT analysis.

### MISCELLANEOUS SKILLS

Native Spanish speaker, fluent in French, classically trained violinist. Gemological Institute of America (GIA) certified Applied Jewelry Professional.