

Ellias Fullmore

UX Designer II

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ekf-design.com

510-610-6163

San Jose, CA

Adaptable UX/Product Designer with a strong foundation in communication, a positive outlook, and a reputation as a problem solver with a growth mindset. Skilled in Human-Computer Interaction (HCI), digital communications, and visual arts, I specialize in designing intuitive user interfaces and creating scalable design patterns. Experienced in prototyping with Figma, HTML, and other tools, I apply data analysis and storytelling to deliver user-centered designs that balance business feasibility and technical requirements. Known for taking initiative, collaborating in agile/scrum teams, and maintaining ethical professionalism, I thrive on turning complex challenges into elegant, effective solutions.

Work Experience

UI | UX Designer

Apr 2024 - Present

Credit Nexus (Fintech startup)

- Directed UX strategy for an AI-powered SaaS platform supporting construction and blue-collar business owners.
- Designed scalable user interfaces and digital workflows that increased platform adoption by 27%.
- Demonstrated ability to exercise sound judgment in problem-solving for complex UX challenges
- Introduced predictive analytics dashboards, enabling clients to make faster credit decisions and reducing manual review by 35%.

UX Designer – Payments

Oct 2023 - Apr 2024

RevenueWell (Fintech)

- Spearheaded insurance payments platform redesign, saving \$3M annually.
- Enhanced customer satisfaction by 18% through UX improvements grounded in HCI principles and prototyping workflows.
- Built scalable design patterns and components in Figma, increasing design system adoption by 40%.
- Partnered with engineering to deliver HTML-based prototypes for testing financial tools, cutting dev handoff time by 25%.

UX Consultant – Investment & Commercial Banking

Aug 2022 - Feb 2023

Charles Schwab

- Delivered UX solutions that reduced pledged asset loan cycle times by 30% and increased NPS by 12%.
- Applied sound judgment and feasibility analysis to streamline processes across digital communications and office equipment tools.
- Led data analysis workshops with executives, using storytelling to influence roadmap prioritization.

UI | UX Designer - Oncology Software

May 2020 - Apr 2022

Roche Diagnostics

- Directed UX strategy for oncology SaaS products across global markets.
- Reduced compliance cycles from 3 weeks to 4 days by introducing agile triage and scrum-aligned workflows.
- Mentored junior designers, fostering a culture of professional development and continuous learning.

- Designed global STEM platforms used by 300M+ users.
- Reduced teacher reporting time by 50% via intuitive interface design and digital communications dashboards.
- Facilitated adult learning workshops, aligning digital strategy with educators' needs.
- Integrated user feedback into the product life cycle, optimizing the UX design for key features

Core Skills

Human-Computer Interaction (HCI), UX Design, Design Ops, Digital Communications, SaaS & Fintech, Payments, Banking, Wealth Management, Insurance Payments, User Research, Storytelling, Data Analysis, Predictive Analytics, Prototyping, Visual Arts, Graphic Design, Interfaces, Web Design, HTML/UX Exercises, Agile & Scrum, Ideation, Design Systems, Design Patterns, Accessibility, Digital Business Operations, Strong Communication, Professionalism, Customer Service, Ethical Leadership, photoshop, user experience, software design, axure

Education

California State University

May 2011

Masters Digital Communications Design | Multimedia

Morehouse College

May 2002

Bachelors Marketing