

Greg Ellison

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10+ years of experience creating intuitive, user-centered digital products across diverse industries. Combines strategic thinking and deep user empathy to design elegant solutions that solve real problems and deliver meaningful impact.

WORK EXPERIENCE

Hilton May 2022 - Jul 2025
Lead UX Designer

- Partnered with cross-functional teams to create seamless, high-impact digital experiences across multiple touchpoints, serving millions of Hilton guests globally
- Translated research insights into thoughtful, effective design deliverables that balanced user needs and business goals in an iterative design process
- Delivered web and native app designs using Hilton’s shared design system, while contributing to its ongoing improvement and evolution
- Mentored and supported junior designers

Linksys Mar 2018 - May 2022
Senior UX Designer

- Designed the end-to-end user experience for the Linksys app and Linksys Smart WiFi web interface
- Collaborated with product, marketing, research, industrial design, QA and engineering teams to optimize customer experience, from both a physical and digital standpoint

RED Interactive Agency Feb 2015 - Jan 2018
Senior UX Designer

- Designed customer-centric responsive websites and apps across a wide range of industries including consumer products, financial tech, entertainment, and more
- Executed the full UX design process across the entire product pipeline, from initial requirements gathering and strategy to concepting, wireframing, prototyping, testing, and iteration

Pikworx Oct 2014 - Jan 2015
UX/UI Design Lead

- Sole UX designer at an early-stage startup, leading end-to-end design of a mobile app that enabled homeowners and contractors to collaborate in real time through messaging, photo sharing, and project status updates
- Conducted user research from the ground up to define core user personas and needs, shaping the product strategy and driving design decisions

EDUCATION

Creative Technology Postgraduate Program
BDW | University of Colorado at Boulder Aug 2014

Bachelor of Arts
Metropolitan State University of Denver Jan 2011

CERTIFICATIONS

Lead 1.1: Virtual Leadership Development Series Apr 2024
Harvard University

Learn UI Design by Erik Kennedy Sep 2023
learnui.design