Ellie Laufenberg

UX Designer · Columbus, Ohio

EllieLaufenberg.com

Experience

Developer & Designer (Freelance)

Independent | 2023 – Present

- Design and fully develop custom Webflow websites for clients, carrying projects from initial concept and design through development and launch.
- Translate Figma layouts and interaction intent into responsive Webflow implementations.
- Implement CMS structures, filtering and search functionality, custom interactions, and SEO.
- Partner closely with clients to deliver polished, high-performing sites that are easy to maintain.

UX Designer & Webflow Developer

Scroll Health | 2023–2025

- Designed and built responsive, CMS-driven websites for healthcare and science-focused organizations.
- Translate complex medical and technical content into clear, accessible digital experiences.
- Lead UX and UI decisions across projects, from early structure and user flows through polished interfaces.
- Collaborated cross-functionally to align content, design, and technical execution across projects.

UX Design & Research Intern

OpenField Creative | Spring 2023

- Designed and prototyped user-centered experiences for an online education platform.
- Planned and conducted usability testing with students and educators to identify friction points.
- Synthesized qualitative and quantitative research into actionable design improvements.
- Applied accessibility best practices to improve usability and consistency across company assets.

User Research Intern

Relish Works | Summer 2022

- Planned and conducted research initiatives in the food-service and hospitality space.
- Strategized and led interviews, focus groups, and ride-alongs to uncover insights and unmet needs.
- Synthesized research findings into clear insights that informed product and brand decisions
- Designed brand identities, websites, publications, and social media campaigns

Education

Bachelor of Science in Design, Communication Design

University of Cincinnati — College of Design, Architecture, Art, and Planning (DAAP) | 2024

5-year studio-based design curriculum emphasizing typography, layout, visual systems, and storytelling, alongside five full-time cooperative education rotations across design, research, and other related fields.

Skills

UX/UI · UX Strategy · User Research & Analysis · Usability Testing · Visual Design · Wireframing & Prototyping · Front-End Development · Webflow · HTML/CSS · Figma