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Elana Glazer Gouldavis

User experience (UX) strategist and systems thinker with extensive full-time and consulting experience across agencies, consumer brands, and startups. **Known for quickly getting up to speed and bringing clarity to complex, ambiguous problems**, translating insights into structured, testable solutions. Strong judgment across eCommerce, digital product, and customer experience, with a high-volume track record of delivering practical, user-centered solutions that align user needs with business goals, including conversion and engagement improvements.

CORE EXPERTISE

- eCommerce & Checkout Optimization
- UX Strategy & Design
- Roadmap Definition & Feature Prioritization
- Benchmark Analysis
- User Research & Testing
- Cross-Functional Leadership
- Learning strategy & Instructional Design

SELECTED STRENGTHS

- Systems thinker focused on reducing complexity and improving clarity
- Strong judgment in ambiguous or high-stakes user flows
- Comfortable getting up to speed quickly across new domains and teams
- Moves fluidly between strategy and hands-on execution
- Adaptable across tools, teams, and evolving product environments

EDUCATION

Master of Arts, Educational Technology
Concordia University
Montreal, Québec

Bachelor of Commerce, Marketing
Concordia University,
Montreal, Québec

EXPERIENCE

Driving Insights, Inc. (Co-Owner) (2014 - present)
UX Strategy & Design Consultant
Lead UX strategy, audits, and design engagements across agencies, startups, and global brands. Brought in to get up to speed on complex experiences, identify gaps and opportunities, and translate findings into structured, testable solutions with product and business stakeholders.

Select UX Engagements:

Gateway Services (Pet Aftercare Platform) (2025 - 2026)
- Restructured end-to-end decision flows for a time-sensitive, emotionally sensitive process, improving clarity, usability, and follow-through through iterative prototyping and user testing

Hanna Andersson (2024 - 2025)
- Supported UX across 15–20 site enhancements, including family matching pajamas, gift-with-purchase promotions, and basket optimizations, contributing design direction within fast-moving workstreams

Brilliant Earth (2021 - 2023)
- Contributed to UX roadmap execution across 50+ projects, delivering wireframes, best-practice reviews, and consistent UX improvements across the site

goop (2015 - 2016 ; 2018 - 2019)
- Designed UX for skincare launch and private label line, later supporting growth through paid media landing pages and conversion-focused improvements

Your Space Organized (Founder) (2024 - present)
Design and implement home organization systems for families, grounded in real-life behavior. Improve access, visibility, and ease of use so spaces are intuitive and easier to maintain.

Sephora – User Experience Lead (2014 - 2015)
Designed UX solutions across Sephora's digital ecosystem, including app, mobile, and desktop experiences, in-store digital tools, JCPenney integration, and Play! By Sephora. Led user research and presented solutions to stakeholders. Served as interim UX/UI department head.

Prior Agency Experience
Worked across leading agencies including **TBWA\Chiat\Day**, **Ogilvy**, **Jack Morton** and **Phenomenon**, developing UX strategy and information architecture for brand, content, and campaign-driven experiences.