

Elana (Glazer) Gouldavis

M.A. Educational Technology

User experience strategist, designer, and leader with 15+ years of experience consulting for agencies, consumer brands, and startups. Skilled in UX thought leadership, mentoring, UX documentation, educating teams, and cross-functional collaboration.

Key Skills

- Benchmark and heuristic reviews
- Wireframing (desktop, apps, mobile)
- Prototyping & usability testing
- Roadmap definition & prioritization
- Creative concepts & Integrated campaigns
- Branding, advertising & digital strategy
- eCommerce & CX Design
- Learning strategy & Instructional design

EXPERIENCE

Driving Insights, Inc.

2009-current

User Experience Lead (Co-Owner)

Provide UX solutions, benchmark reviews, and feature documentation for agencies, startups, and global brands.

Your Space Organized

2024-current

Professional Organizer (Founder)

Bringing a UX mindset to home organization—creating intuitive, functional spaces that reduce stress and optimize how people interact with their environments.

Hannah Andersson

Feb 2024 – current

User Experience Lead (Contract)

Provided UX support for site enhancements, including family matching pajamas, gift-with-purchase promotions, and basket optimizations.

Brilliant Earth

July 2021 – Sept 2023

User Experience Designer (Contract)

Collaborated with Product Managers on UX roadmap execution, conducted best practice reviews, and delivered wireframes for testing and production.

goop

July 2018 – July 2019

Nov 2015 – May 2016

User Experience Designer (contract)

Designed UX for goop's first branded skincare launch and private label beauty line. Returned two years later to help build goop's private label beauty line via paid media landing pages. Conducted benchmark reviews, identified opportunity areas, wireframed and tested designs.

UNIQLO

May 2016 – Feb 2017

User Experience Designer (contract)

Provided eCommerce expertise for the global redesign of UNIQLO.com.

Sephora

Feb 2014 – Nov 2015

User Experience Lead (contract)

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.

Phenomenon

2013 – 2014

User Experience Lead (contract)

Developed UX strategies and wireframes for innovative, user-centered brand experiences. (Met my husband. True story.)

J.Hilburn

2012 – 2013

Director, User Experience & Strategy

Led digital initiatives across all technology products, collaborating with product owners in an agile environment to define solutions, prioritize features, and conduct user research. Worked on: order, team and client management systems, consumer website, responsive recruiting website, partner extranet, enterprise mobile app and social media channels.

OgilvyWest

2009 – 2012

Director, User Experience (2011-2012)

User Experience Strategist/Information Architect (2009-2011)

Led digital, content, and social strategies for multiple accounts. Educated teams and clients on digital trends and user behavior. Developed UX documentation and conducted user research.

TBWA\Chiat\Day

(formerly TBWA\Tequila)

2007 – 2009

User Experience Strategist/Information Architect

Conducted competitive research, heuristic evaluations, and strategic recommendations. Documented site structures and optimized digital media based on analytics.

EDUCATION

Master of Arts, Educational Technology :: Concordia University, Montreal, Québec

Bachelor of Commerce, Marketing :: Concordia University, Montreal, Québec