Tom Elliott - UX

Principal Product & UX Designer - Using behavioral research, strategy, and an experimental methodology to design solutions that convert.

773.208.2909 · tom.elliott.ux@gmail.com · Linkedin · Portfolio

SUMMARY

Applying user, technical, and behavioral research to align nudging, strategy, and design - helping organizations motivate user behavior, influence option selection, and lift KPIs. Using LLM and agentic tools like Claude Code and Antigravity for research and prototyping. Shipped an AI-powered search and customer service experience at Medtronic that **lifted mobile search engagement 300%**. At Sears, led numerous product experiences from machine-learning comparison modules to whole-page redesigns for **enterprise e-commerce used by millions**.

SKILLS

AI Experience Design · Conversational UX · Search & Personalization · UX Strategy · Information Architecture · Choice Architecture & Behavioral Design · User Research & Usability Testing · Prototyping & UI Design · Design Systems

TOOLS

Figma · Framer · Axure · Claude Design & Code · Google Stitch & Antigravity · Gemini Notebooks & Apps

PERSONAL AI PROJECTS

Behavioral design knowledge base · Research

Building an AI-powered knowledge base on design, behavior, and psychology research, with nearly 1,000 pages on cognitive scarcity, pricing heuristics, position effects, user interface usability, and persuasive copywriting research, allowing in-depth GenAI design analysis.

AI-powered writing environment · AI Product design

Partnering on StoryLoom, a writer's operating system that will support authors (individually or in teams) from first idea to publication, with AI assistance they fully control. (initial alpha user testing in approximately 2 months).

EXPERIENCE

Medtronic - Principal UX Designer · March 2021 - August 2026 · Healthcare

- Led UX for an AI-powered search overhaul that turned site search into a customer service experience, integrating conversational chat, AI-generated content, and AI-generated interfaces.
- Partnered with product and engineering on machine-learning relevance: mobile search engagement **+300%**, search **click-through +16%**, desktop **click rank +42%**, results-page **content gap reduced 38%**.
- Designed scalable IA and content strategy for patient condition journeys, from research through end-user testing.
- Introduced choice architecture and behavioral economics to the UX team; pitched a whole-site redesign strategy to UX, business, and IT leadership.

Walgreens - Principal UX Designer · Dec 2020 - March 2021 · E-commerce, healthcare, contract

- Designed a mobile experience to schedule and manage multiple family vaccinations, including COVID-19, during the pandemic.

Sears - Principal UX Architect · May 2016 - Dec 2020 · E-commerce, retail

- Extended machine-learning product recommendations with a behavioral selection algorithm I wrote, which picked decoy and upsell products by price and rating and positioned them in a comparison layout: **84% upsell click-through**, appliance average order value +4.23%, **$40M annual revenue lift**.
- Redesigned protection agreement selection using framing and loss-aversion research: **attachment rate +106%**.
- Pitched desktop and mobile design systems to leadership, launching 4 major initiatives.

Grainger - UX Architect Lead, Cart & Checkout · April 2012 - Feb 2015 · E-commerce, B2B

- Led UX architecture for a ground-up rebuild of B2B cart and checkout on an agile team.
- Designed a new checkout error-messaging system that **cut build time sixfold**.

Sears - IA & UX Lead, Core Experiences · June 2009 - April 2012 · E-commerce, retail

- Consolidated 20+ product page designs into one modular, mobile-first system: **bounce rate −22%.**
- Conceptualized and designed a comparison-based bundles page for group selling for improved upsell, cross-sell, and conversion.
- Authored 12 articles for the Sears UX blog.

EDUCATION

- **DePaul CDM** · Computer Science
- **IADT** · Interactive Media
- **IIT, School of Design** · Industrial Design