Tom Elliott - UX

Principal AI-proficient Product & UX Designer - Applying design strategy, behavioral research, and an experimental mindset to an AI world.

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SUMMARY

Product designer who has shipped AI-powered experiences at enterprise scale. At Medtronic, led the redesign that turned site search into an **AI-driven customer service** experience, combining **conversational chat**, **AI-generated content**, and **dynamically generated interfaces**, and 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 · Generative UI · Search & Relevance · Personalization & Recommendations · UX Strategy · Information Architecture · Behavioral Design · User Research · Prototyping

TOOLS

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

EXPERIENCE

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

- Led UX for an AI-powered search overhaul that transformed site search into a customer service experience, integrating conversational chat, AI-generated content, and AI-generated interfaces.
- Designed for machine-learning relevance and conditional results with product and engineering: mobile **search engagement +300%,** search **click-through +16%**, desktop **click rank +42%**, filter engagement 31%, results-page **content gap: -38%**.
- Designed scalable IA and content strategy for patient condition journeys, from research through end-user testing.
- Introduced behavioral design to the UX team; **pitched a whole-site redesign** strategy to UX, business, and IT leadership.

Walgreens - Principal UX Designer · Dec 2020 - March 21 · 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 **AOV +4.23%**, annual **$40M revenue lift.**
- Designed personalized, highly conditional shopping experiences for millions of users.
- Pitched and designed a recommendation-driven replacement for the 404 page; **considered for a patent.**
- Redesigned protection agreement selection using framing and loss-aversion research: **attachment rate +106%.**

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.

EDUCATION

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