Tom Elliott - UX

Principal Product & UX Designer - Innovating with design strategy, behavioral research, and AI-powered experimentation.

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SUMMARY

Designing experiences that didn't exist before. Originated new product ideas based on behavioral research, pitched them to business partners, and launched them as products. At Medtronic, pitched an overhaul of site search and worked with the search team to execute a whole-site vision - an **AI-driven search that replaces site navigation**, providing customer service and **product configuration right on the results page**. At Sears, used behavioral research to propose several **low-cost initiatives to transform conversion behavior**, earning $40M in revenue gains and patent consideration.

SKILLS

Product Innovation & Concepting · AI Experience Design · Conversational UX · UX Strategy · Behavioral Design · Information Architecture · User Research · Rapid Prototyping · Design Sprints

TOOLS

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

SELECTED INNOVATIONS

- **Search as customer service** - Medtronic
  Reimagined site search as an AI-driven service experience with chat, AI-generated content, and generated interfaces. Mobile **search engagement +300%**.

- **Behavioral comparison recommendations** - Sears
  Wrote a behavioral selection algorithm on top of existing machine-learning recommendations that picked decoy and upsell products by price and rating, then positioned them in a new comparison layout. **+4.8% AOV** lift, **$40M revenue lift** annually, **84% upsell click-through**.

- **404 page as a recommendation engine** - Sears
  Pitched and designed a replacement for the error page that recommended upsell products instead. **Considered for a patent.**

- **Group product selling page** - Sears
  Designed a comparison-based page for group product selling to replace the product detail page.

- **Checkout error-messaging system** - Grainger
  Designed a new error system during a ground-up checkout rebuild that **cut build time sixfold.**

- **Behavioral design practice** - Medtronic & Sears
  Introduced choice architecture to two UX organizations; pitches at Sears **launched 4 major initiatives.**

EXPERIENCE

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

- Led UX for the AI search transformation above, partnering with product and engineering on machine-learning relevance: search **click-through +16%**, desktop **click rank +42%**.
- Pitched a whole-site redesign strategy to UX, business, and IT leadership; designed IA and content strategy for patient condition journeys.

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

- Led design sprints with UX, product, and business stakeholders; redesigned protection agreement selection, using behavioral research for a **+106% attachment rate**.

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.

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%.** Authored 12 articles for the Sears UX blog.

EDUCATION

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