

# Elliott Giles

📞 513.205.4741    💬 [stylesgiles@gmail.com](mailto:stylesgiles@gmail.com)    💡 Portfolio: [stylesbygiles.com](http://stylesbygiles.com)

Dayton, Kentucky 41074    ·    [www.linkedin.com/in/elliott-giles](http://www.linkedin.com/in/elliott-giles)

## Summary

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An accomplished and results-driven web designer with 20+ years experience in UI/UX Design. Proven track record of designing and creating fully custom, highly interactive, responsive web interfaces, as well as writing usable code for developers.

## Key Accomplishments

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- Served as lead designer at SparkPeople.com - online health and fitness company that reached 15+ million people globally, one of the most heavily web trafficked sites in the industry. At one time SparkPeople.com had the second highest traffic of websites based in the midwest second only to the Scripps network.
- Created fully custom interactive features including: Food Tracking, Community Features, Goal Setting, Mail and Messaging, Points System, Articles, Recipes, Landing Page A/B tests, and Fitness Tracking with integrated activity tracker support (Fitbit, Garmin, etc.).
- Rebranded and licensed diet and fitness tools to several companies including GE, IBM, Denver Broncos, Buffalo Bills and a fully-custom rebrand for Atkins.com and mobile apps.
- Saved development time and cost by allowing PeopleOne Health to use one set of code for desktop, iOS, Android and mobile web.
- Created an in-depth corporate wellness program and custom content management system for PeopleOne Health.

## Experience

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**PeopleOne Health**, Cincinnati, OH

**Senior Vice President of Design**, 2019-2022

- Designed and built the front end of the PeopleOne Health website including four portals and two marketing websites.
- Published the majority of the HTML, CSS and javascript used on the portals and created all the graphics.
- Led several projects from conception including the Nutrition Tracker.

**SparkPeople**, Cincinnati, OH

**Senior Vice President Art Director/Web Designer**, 2002-2019

- Designed and built front end of the SparkPeople.com website creating graphics, writing HTML, CSS and javascript.
- Continuous improvement of features based on actual user feedback.
- Managed the SparkPeople brand and other properties including SparkRecipes and BabyFit.
- Illustrated print materials for magazines and publications.
- Developed powerpoints and custom advertisements for sales team.

**Car-Part.com**, Fort Wright, KY

**Web Designer**, 2000-2001

- Created the first Car-part.com website while I was still in college that links up auto recycling yards across the US and Canada.
- A custom parts selector where consumers could easily identify the part they wanted.

## Education

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Art Academy of Cincinnati, Cincinnati, Ohio, **Bachelor of Fine Arts in Communication Arts Digital Design, Magna Cum Laude, 3.8 GPA** 1999-2001

University of Cincinnati, Cincinnati, Ohio, Architecture, 1997-1999

Ball State University, Muncie, Indiana, Architecture, 1995-1997

## Technical Skills

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Figma · Adobe Creative Suite · Responsive Web Design · CSS3 · SCSS · HTML5 · W3C Accessibility · ASP.NET MVC · Visual Studio · VS Code · GIT · Web Graphics, SVG · Bootstrap · WordPress · JavaScript · jQuery · SendGrid · Fireworks · PHP

## Recommendations

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### Chris Downie

#### Co-founder and Executive Chair of the Board at PeopleOne Health

July 18, 2022

I fully endorse and recommend Elliott for any top team. I've worked with him for 15+ years and have seen his talents continue to grow this entire time. He is an incredible teammate and always wants to do his best. In addition to being a wonderful designer, Elliott goes above and beyond normal designers and works well with engineers by understanding what makes their job easier and gets them started. This has saved us a great amount of time and led to great results. Finally, he is just a great person to have on a team.

### Dave Heilmann

#### Chief Technology Officer/Chief Product Officer

August 6, 2022

I can't recommend Elliott enough for senior positions as a digital designer, UX/UI expert, and front end engineer. Elliott seamlessly goes between understanding business strategy and end user needs to creative and clean designs. And then beyond that take his designs and do front end engineering to make our developers lives very easy, and also being an expert and advocate for accessible design.

### Kevin Carroll

#### Head Data Scientist at SparkPeople

July 17, 2022

Elliott is an exceptional designer. He is very creative, innovative, and productive. His designs are very user friendly and very easy for developers to work with. I worked with Elliott for over 20 years and know that he is hard working, learns new technology quickly, pays attention to detail, and is pleasant to work with.

### Jennifer Mueller

#### Service-minded professional focused on creating digital health content

July 29, 2022

I worked with Elliott for over 15 years, first at SparkPeople and then at PeopleOne Health. Elliott has exceptional talent and an ability to take a concept and bring it to life. I was always amazed at the way he could design features in new and exciting ways. We worked together on a few projects over the years and he was always helpful and responsive. Any company would be lucky to have him as part of their design team.

### Dominic Acito

#### Engineering Director at SparkPeople.com

July 15, 2022

Elliott is the best designer I have worked with. He is talented, professional, and very efficient. It was a pleasure to work with Elliott for over 15 years.

### Tom Kennedy

#### VP of Engineering at PeopleOne Health

July 14, 2022

I've never worked with someone as supremely talented and efficient as Elliott. He is a user experience and user interface master. From strategic thinking to design to implementation, he does it all. It has truly been my pleasure to experience Elliott's brilliance for 14 years.