ELIZA G WARD

UI/UX DESIGN EXPERT `5+ Years`

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🌐 https://elizagward.com/

in Eliza G Ward | LinkedIn

SKILLS

- Figma (5 years)
- Sketch (5 years)
- Adobe Suite (4 years)
- InVision (4 years)
- HTML & CSS (3 years)

EDUCATION

MASTER'S DEGREE
Community Development
Behavioral Research
CLARK UNIVERSITY

USER EXPERIENCE CERTIFICATE
ACCENTURE

PROFILE

Expertise in building innovative, user-centered and aesthetically pleasing interfaces for data-heavy, SaaS and Fintech web, desktop and mobile applications. My background includes designing AI experiences to increase efficiency and drive business results.

EXPERIENCE

PRODUCT DESIGNER   May 2023 - Present
Microsoft   Remote
- Executing the redesign for a Microsoft site with **280,000 daily active users**, aimed at enhancing its contemporary appeal and functionality.
- Constructing a **Style Guide** & **Design System** for enhanced brand consistency, modernizing design and optimizing developer workflows
- Produced a set of 30 scalable vector graphics (SVG) icons

PRODUCT DESIGNER   Sep 2020 - Nov 2022
Aiko AI   New York City
- Defined project scope and requirements for a Fintech mobile app
- Incorporated data analytics and user feedback to iterate on designs, resulting in a **20% increase in user retention**
- Built a comprehensive dashboard using **data visualization**
- Conducted user research and **usability testing** to inform design decisions, leading to a 15% improvement in task completion rates

PRODUCT DESIGNER   Aug 2018 - Jul 2020
OneShift   New York City
- Led the design efforts for a web and mobile app, ensuring a seamless user experience resulting in a **25% reduction** in user **onboarding** time
- Conducted unmoderated **A/B testing** to evaluate design & usability
- Utilized Figma to create **wireframes** and high-fidelity **prototypes**

PROJECTS

SAAS EMAIL CLIENT
Lead the full cycle of product development to create a new way to use email using AI features to improve the user experience

FINTECH WEB3 APP
Designed a Crypto Exchange app that is data heavy with intuitive and user-friendly design. End-to-end process

UI DESIGN SYSTEMS
Made reusable functional elements for a consistent user experience. Created high fidelity interface with color theory in mind