

Eliza Vorobieva

Product Designer

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Communitech, Innovation Consultant

JAN 2019 - PRESENT | Remote

Facilitate workshops and design sprints with corporate clients. Coach them through innovation projects helping them incorporate design thinking and Lean Startup methodologies. Most recently worked with the Royal Canadian Navy to ideate an app for improving life for navy members.

Opencare, Product Designer

JAN 2019 - JAN 2021 | Toronto

Led project to redesign main workflow for patient intake for practices. Redesigned the information architecture for the practice facing app to be more intuitive and to support future product vision. Designed experiments to increase funnel conversion. Worked closely with product managers and engineers to understand constraints and gather feedback to quickly ship new features.

Konrad Group, Associate Consultant

JULY 2018 - DEC 2018 | Toronto

Solved complex business problems by creating smart, intuitive, and human-centred experiences in conjunction with the strategy, project management, design, and technology teams. Independently conducted user validation for a large financial services institution on their new mobile solution. Engagement included user recruitment, running user interviews, consolidating data and presenting key insights and recommendations.

Nulogy, Product Designer

MAY 2017 - SEPT 2017 | Toronto

Gathered business and user requirements by organizing and facilitating user testing sessions with customers as well as potential users. Assisted in the preparation and running of several design exercises such as a design sprint, card sorting, event storming and user journey mapping. Communicated solutions to complex supply chain management problems through paper sketches, wireframes, mock-ups and prototypes.

Microsoft, Program Manager

SEPT 2016 - DEC 2016 | Tokyo

Worked on the Office Lens team to define, prioritize and design new features to increase user retention. Estimated and evaluated the impact of new features based on telemetry data. Designed an iPad-optimized version of Office Lens using user feedback and usability principles. Coordinated with engineering and overseas teams to ensure deliverables were met.

Shippo, Software Engineer

JAN 2016 - APR 2016

D2L, Product Analyst Coop

MAY 2015 - AUG 2015

Synacor, Software Engineer

AUG 2014 - DEC 2014

Genesys, Frontend Development Intern

JAN 2014 - APR 2014

Skills

Low to High Fidelity Prototyping
UI / UX Design
Problem Definition
Persona building
Storyboarding
Design Sprint
User Research and Usability Testing
Design Systems
Experience with Frontend development

Tools

Figma
Sketch
Invision
Adobe Creative Suite
HTML, CSS, Javascript, GIT

University of Waterloo

Class of 2018 | Coop
BAsc, System Design Engineering

Personal Project - Physiobuddy

Created a wearable device with a partner app to provide physiotherapy patients with real-time biofeedback on their at home exercises to increase their accuracy and motivation; leading to a faster recovery time. My team won two pitch competitions for this project.

Baylis Medical Scholarship - \$5K
Norman Esch Award - \$10K

Other Interests

I'm bilingual (Russian and English), I love travel, music, watercolour and anything outdoors