

Liz Shinn

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Product Design Lead

Jan 2023–Mar 2024

Embody

- Designed UI for mobile app, responsive product website, and design system
- Led UX and facilitated user research to gather market insights and test designs
- Led strategic discussions from 0-1 to build mobile app from concept to launch
- Mentored team members on design tools and principles, led workshops

UI Lead

Nov 2019–Dec 2022

Thesis

- Built 2 design systems in Figma for two studio financial web apps (Keep and Threshold)
- Created UI and features for financial desktop web app and responsive websites
- Helped facilitate Threshold user studies and collaborated with the UX Lead
- Created user journey, user flows, prototypes, and UI/UX design for new features

UX/UI Designer

Mar 2015–Oct 2019

Elemica

- Built product design system for SaaS desktop supply chain application
- Collaborated cross-functionally with engineering team to implement complex designs
- Created wireframes, user flows, prototypes, and UI/UX design for new features

Freelance Designer

Mar 2016–Sep 2017

My Pet Defense

- Created brand identity system and responsive ecommerce website
- Designed product packaging and tradeshow conference designs

Education

University of Georgia
Bachelor of Fine Arts in Graphic Design
Bachelor of Arts in Journalism

Skills

- | | | |
|--------------------|-----------------|-------------|
| · Design Systems | · UX Design | · Figma |
| · Documentation | · Mobile Design | · Adobe CC |
| · User Research | · Mentorship | · GitHub |
| · UI Design | · Prototyping | · Storybook |
| · Product Strategy | · Workshops | |