Liz Shinn
Product Designer

// lizshinndesign@gmail.com
// lizshinndesign.com

ABOUT ME

I'm passionate about building products with a mission to fix real-world problems.

EDUCATION

BFA: Graphic Design
BAJ: Advertising
University of Georgia · 2014

SKILLS

Software
· Figma
· Adobe CC
· GitHub
· Coda

Design
· Design Systems
· Documentation
· User Research
· UI Design
· UX Design
· Brand Strategy
· Mobile Design
· Mentorship
· Workshops
· Design Thinking

Product Design Lead
Thesis (Embody) · 2023-2024 · Remote

· Facilitated workshops to guide team product decisions
· Facilitated Embody user studies to gather market insights
· Led strategic decision making on product features
· Created pitch decks for fundraising and conferences
· Mentored team members on design tools and principles
· Built template system for project marketing team
· Designed responsive website for Embody marketing

UI Lead
Thesis (Keep, Threshold) · 2019-2022 · Remote

· Built 2 project design systems (Keep, Threshold)
· Open sourced and published a Web3 design system
· Helped facilitate Keep and Threshold user studies
· Wireframed and prototyped to validate product features
· Led Figma workshop to mentor newer teammates
· Designed responsive website for Threshold marketing

UX/UI Designer
Elemica · 2015-2019 · Remote

· Designed the Elemica web app product design system
· Implemented this system in enterprise product designs
· Built wireframes, user flows, and prototypes
· Led team design discussions to solve complex problems

Freelance Designer
My Pet Defense · 2016-2019 · Remote

· Designed the visual identity system
· Created the product packaging
· Designed marketing and conference materials
· Collaborated with a developer to build product website