

# 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–Mar 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

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### Education

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

### Skills

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