

Eliza Gill

Product Designer

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Education

University of Waterloo

Stratford School of Interaction
Design and Business

BA. Global Business and Digital Arts

Specializing in UX/UI Design
Specializing in Product Design
Courses: Digital Imaging for Online
Application, Intro to User Experience
Design, Intro to Computer Programming
CUBE Innovation – Logistics Director

Le Wagon

Coding a Website w/ HTML & CSS

Le Wagon

Product Design Seminar

Wyncode Academy

Fundamentals of JavaScript

Experience

ÀlaHausse

December 2020 - Present
Toronto, CA. (Remote)

UI/Product Design Intern

Improved the browsing experience of the ÀlaHausse app pages by re-designing the home page, menu page, brands page as well as the icons and buttons on the app. Conducted user testing with the design prototype, and shared valuable user insights. Increased accuracy and efficiency in detecting and preventing errors. Improved the user flow to help users select products as well as sell/ rent products efficiently. Redesigned UI components for the ÀlaHausse app to better the user's experience and easy usage. Presented work and participated during weekly critiques with team and CEO of ÀlaHausse. Documented design specs for UX research, product, and engineering teams from research to ideation to delivery. Collaborated with engineers to ensure feasibility of design.

KO Studio

December 2020 - Present
Toronto, CA. (Remote)

UX/UI Designer

Redesigned the entire marketplace website to fit the company's aesthetic. Created streamlined user flow and a personalized experience for customers. Coded the Shopify website using HTML and CSS and implemented the code into Shopify and used the UI design that I originally created for the marketplace website.

ÀlaHausse

October 2020 - December 2020
Toronto, CA. (Remote)

Digital Marketing Intern

Assisted Founder and team on social media strategy to increase ÀlaHausse pre-launch brand awareness, grow followers and drive traffic to its website. Created new and innovative advertisement material that will attract prospective clients and followers. Engaged with key social influencers to form good relationships beneficial to grow the company brand. Attended industry and fashion online events. Created advertisements using Adobe Premiere Pro and Facebook Ads and released them in the entire GTA area for pre-launch as well as after-launch on platforms such as Instagram and Facebook.

Skills

Design

Interaction Design,
Wireframing, Service Design,
Design Systems,
Information Visualization,
Interaction design, Product
thinking, Prototyping,
Typography, UX/UI, Visual
design, Storyboarding,
Marketing and Sales

Research

User Interviews, Personas,
Empathy Maps, User
Research, User Testing,
Ethnography, Affinity
Mapping, Data Analysis,
Usability Testing, Surveys,
Journey Maps, User
Flows

Toolkit

Sketch, Figma, InVision, ProtoPie,
Axure, Adobe XD, Adobe Creative
Suite, HTML/CSS, SQL, Zeplin,
JavaScript, Blender, Maya

Soft Skills

Collaboration, Communication
(visual & verbal), Leadership,
Problem Solving, Storytelling