

# ELIZABETH WOLNER

Minneapolis, MN 55418  
[liz@bbbbbcreative.com](mailto:liz@bbbbbcreative.com)

[woln0037.github.io/Bootstrap-Site/index.html](https://woln0037.github.io/Bootstrap-Site/index.html)

612-940-2031  
[linkedin.com/in/elizabethwolner/](https://linkedin.com/in/elizabethwolner/)

## PRODUCT ENGINEER | UX DESIGNER

### Put People First and Manage a Diverse Portfolio of Products from End to End

Driven product engineer with passion for putting humans at the center of design and experiences. Highly organized, with expertise managing hundreds of overlapping product timelines simultaneously. Team player who collaborates daily with cross-functional teams of vendors, designers, quality engineers, merchants, and sourcing partners. Curious problem solver with keen eye for detail. Deliver high-quality products for Kitchen / Tabletop and Home Decor categories.

Expertise:

**Product Development | Project Management | Cross-Functional Collaboration | User Research**  
**Creative Problem-Solving | Continuous Improvement | Vendor Management | User-Centered Design**  
**Quality Assurance | Data Analytics | Prototyping**

Skills

**Microsoft Office Suite | Adobe Creative Suite | Miro | Solidworks | Figma | Jira | HTML | CSS**

## EXPERIENCE

**TARGET CORPORATION**, Minneapolis, MN

### Product Engineer

2020 - 2025

Developed thousands of products across overlapping timelines. Collaborated, and managed relationships with a large cross-functional team. Sent detailed product objectives to vendor partners in Miro, then collaborated with them to optimize designs for manufacturing efficiency and Target's retail price goals.

- Led technical development for kitchen tabletop products for Hearth & Hand with Magnolia brand focused on continuous improvement and guest satisfaction. Generated \$47M in sales yearly while maintaining 4.5 out of 5 stars average product rating.
- Re-designed teakettle for Hearth & Hand with Magnolia brand that is now a bestseller on Target website with average customer rating of 4 out of 5 stars.
- Designed wooden mug tree out of solid wood for Hearth & Hand with Magnolia brand that holds up to 6 coffee mugs without tipping over. Maintained average customer rating of 4.9 out of 5 stars and received reviews from over 680 guests.
- Implemented sustainable materials into 45% of products and reduced plastic footprint by proposing Hearth & Hand with Magnolia brand switch to lighter weight more sustainable bamboo melamine material.
- Leveraged Excel in unique ways to optimize and automate tasks involving large volumes of data. Boosted efficiency by designing and sharing visual tutorials of data optimization methods with team.
- Selected to work as UX designer for "Same Day Delivery" team to research, design, and update "Rate & Tip" experience on Target app. Increased dollar amount of tips paid to Shipt shoppers 41% for shopping and delivery efforts. Proposed and received buy-in on updates resulting in final edits being published on live Target platform.
- Selected to help re-design how product engineers create, maintain, and track product quality standards. White-boarded with small group to identify areas of opportunity, then proposed updates that brought to light the importance of upholding competitive and current product quality standards.
- Owned multiple new product categories including faux greenery, rugs, lighting, and home decor. Led home décor development for Threshold designed with Studio McGee and Hearth & Hand and Magnolia brands. Designed Christmas collection that included wooden tree topper with custom clip design that made Christmas tree attachment easy.

**TARGET CORPORATION (Continued)****Associate Product Engineer**

2016 - 2020

Conducted research on competitive products to benchmark metrics including quality standards, materials, price points, and novelty. Leveraged consumer data to track product performance and enact improvements on future products. Traveled to China and Hong Kong to visit several Target factories to work through complex product challenges with vendor partners.

- Developed and grew strong relationships with over 100 vendor representatives and employees at over 55 factories, increasing trust, and yielding quicker response times on product deliverables.
- Re-designed silicone ice cube tray, adding rigid metal rim to improve design functionality. Design was considered for a patent.
- Handpicked to develop products in partnership with iconic brands (Disney, Levi's, Tabitha Brown, Rowing Blazers, Hearth & Hand with Magnolia, and Target's celebration of 20 years of design partnerships).
- Designed custom chess set for Rowing Blazers x Target collaboration which was heavily photographed and received glowing YouTube review.
- Joined exclusive "Learn & Lead" committee on nomination from leadership. Coordinated first special guest speaker to present to broader product design and development team on leadership.

**Product Engineer Intern**

2015 - 2016

Worked alongside design partner for 10 weeks to explore how Target might integrate wireless charging technology into home products.

- Conducted research and created working prototype of wireless charging lamp that was presented to and well received by leadership and later passed to product development team for further exploration.
- Independently learned CAD software (Solidworks) and used it to model and 3D print final lamp prototype. Wired lamp for electricity and for wireless charging capabilities.

**BRACKETRON, Edina, MN****Product Designer**

2015 - 2016

Ideated with leadership and team to understand customer needs, participated in brainstorming sessions, and presented research. Developed packaging concepts for car mounts. Used CAD software (Solidworks) daily to bring packaging designs to life.

- Developed package designs on reduced timeline to meet seemingly unattainable deadlines.

**EDUCATION / CERTIFICATIONS**

**Bachelor of Industrial & Systems Engineering (BS)**, Product Design and Management,  
University of Minnesota, Minneapolis, MN

Certificate - UX / UI Design, University of Minnesota, Minneapolis, MN

Certificate - Product Management E-Cornell

**COMMUNITY AFFILIATIONS****Volunteer Instructor** - Product Design, University of Minnesota - Minneapolis, MN

2014 - 2025

- Led 6 students through the full product development process beginning with brainstorming and research, moving to concept development and user testing, and working through low, mid, and high-fidelity physical prototypes.

**Design Student Alumni Board Member / President**

2016 - 2021

- Planned events that connected students and alumni.
- Served as president - 2020 - 2021.
- Recruited talent for Design in 7 and Dirty Laundry speaker series focused on advocacy for a diverse lens.