Elizabeth Wolner

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ABOUT

I am known for my attention to detail, empathy, and relentless ability to solve complex problems. I am curious, driven, and have a passion for human-centered design and experiences. My ideal role would allow me to wear many hats and stay on my toes!

EXPERIENCE

Target Corporation - Minneapolis, MN

Associate Product Engineer *2024-2025*
- Transitioned from specializing in developing kitchen/tabletop products to instead support home decor hardgoods for Target's Design Partnership brands (Threshold designed with Studio McGee, and Hearth & Hand with Magnolia).

Product Engineer *2020-2024*
- Trusted to develop thousands of products for iconic designer partners like: Disney, Vineyard Vines, Levi's, Tabitha Brown, and Joanna Gaines (Magnolia).
- Developed products ranging from kitchen/tabletop to rugs, faux greenery, and beyond.
- Collaborated, and managed relationships with, a cross-functional team of: vendor/factory partners, quality assurance specialists, designers, engineers, sourcing partners, project managers, and merchants to bring product to life at mass.
- Sent detailed product objectives to vendor partners in Miro, then collaborated with them to optimize the designs for manufacturing efficiency and Target's retail price goals.
- Worked with quality control partners to hold vendors accountable when issues arose, and helped enforce corrective and preventive actions (CAPA).
- Managed overlapping timelines and vendor relationships for products at all stages of the product development process simultaneously.
- Traveled to trade shows to visit vendors and stay up-to-date on new product offerings.

Product Designer (UX/UI) Gig *2022-2023 (on top of my Product Engineer role)*
- Analyzed the "Rate-and-Tip" experience within Target's Same Day Delivery app, proposed improvements, iterated on feedback, and finalized designs.
- Obtained buy-in from the Product Manager to conduct an A/B test of my new design against the original design; this resulted in a successful result, and a live app update.

Associate Product Engineer *2016-2020*
- Traveled to China and Hong Kong to visit several Target factories to work through complex product challenges with vendor partners; learned about manufacturing.
- Leveraged consumer data, provided by Bazaarvoice, to track product performance; used the findings to enact improvements on future products.
- Conducted research on competitive products to benchmark metrics like: quality standards, materials, pricepoints, and novelty. Leveraged Excel to filter and analyze data to inform decisions for ongoing product development.

Product Engineer Intern *2015*
- Worked with a designer for 10 weeks to explore the integration of wireless charging capabilities into home products such as: lamps, couches, and rugs.
- Created a working physical prototype to demonstrate the aesthetics and function of a wireless charging-enabled lamp to Target leadership.

Bracketron - Edina, MN
Product Designer *2015-2016*
- Collaborated with leaders and designers to understand customer needs.
- Developed packaging concepts for car phone mounts using Solidworks.

University of Minnesota - Minneapolis, MN
Volunteer Instructor - Product Design *2014-2022*
- Led a group of 6 students through the full product development process. It began with brainstorming and research, moved to concept development and user testing, and finished with: low, mid, and high-fidelity physical prototypes.
- Troubleshooted student roadblocks, and coached them towards solutions.
- Graded student work, and provided feedback on performance throughout the course.

Design Student Alumni Board Member/President *2016-2021*
- Helped create programs and opportunities to support the transition from college to career; connected alumni, students, and other professionals in the process.
- Recruited talent for speaking events like: "Design in 7" and "Dirty Laundry", with a focus on advocating for diversity.
- Was elected president after just 2 years of serving on the board; served from 2020-2021.

EDUCATION

Bachelor of Industrial & Systems Engineering
Product Design & Management specialties
University of Minnesota
Sept 2011-May 2016

UX/UI Design Certificate
University of Minnesota
June 2022-Nov 2022

Product Management Certificate
E-Cornell
Oct 2023-Apr 2024

SKILLS / PROFICIENCIES

Microsoft Office Suite (with particular proficiency in Excel), Adobe Suite, Miro, SPARK (internal Target product/vendor communication tool), Figma, Jira, Solidworks, Data Analytics, Prototyping. I'm an empathetic team-player eager to learn new tools, software, and concepts.