

# ELIZA G WARD

UI/UX DESIGN EXPERT

## CONNECT

 [elizagward.com](https://elizagward.com)

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 LinkedIn Eliza G Ward

## SKILLS

- **Design Tools:** Figma, AI-assisted design Tools, Adobe Photoshop
- **Design Strategy:** Design Roadmap, Design Systems, Interaction Design, Motion Design, Wireframes, Prototypes, Gamification
- **Technical & Research:** HTML & CSS, WCAG Accessibility Design, User Research, Usability Testing, A/B Testing, User Empathy

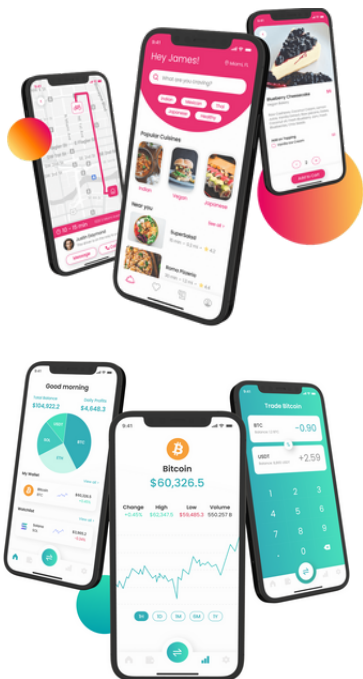
## EDUCATION

### MASTER'S DEGREE

Behavioral Research  
Advanced Finance  
CLARK UNIVERSITY

### USER EXPERIENCE CERT.

ACCENTURE



6+ years leading **end-to-end** product design across consumer-facing experiences in AI, Fintech, B2B SaaS, e-commerce and Web3.

Specialized in translating **complex, data-heavy** workflows into **clean, intuitive** and **user-centric** designs that scale. Skilled in leading cross-functional teams, and aligning user needs with business impact.

## EXPERIENCE

### SENIOR PRODUCT DESIGNER

Nov 2024 - Present

Parti

- Directed design for a data-intensive crypto mobile app (**90K+ users**), transforming complex blockchain concepts into **clear, intuitive UX**.
- Increased DAUs by 30% through growth-focused design, **AI-driven prototyping**, and a **scalable design systems**.
- Partnered with executives and product teams to align design with **KPIs**, guiding development and **QA** processes.
- Streamlined user flows and interactions, boosting session duration and **engagement by 20%**.

### PRODUCT DESIGNER III

May 2023 - Nov 2024

Microsoft

- Owned redesign of a Microsoft site with **280K users**, cutting new-user bounce rate by **30%** and **increasing conversion**
- Leveraged **AI-driven** design tools to enhance discoverability and engagement of key features, driving a 35% rise in feature adoption
- Influenced C-level product strategy by presenting roadmap, business case and design impact for revenue-generating features
- Elevated the product's visual design and usability, improving user satisfaction scores by **20%** in post-launch surveys

### PRODUCT DESIGNER

Sep 2020 - April 2023

Aiko AI

- Owned the end-to-end creation of an information-dense crypto mobile app, resulting in a **40%** boost in retention and growth
- Launched an intuitive, **AI-enhanced analytics dashboard** that reduced friction in analysis and increased trade execution by 20%
- Converted complex data-heavy concepts into a **clean, user-friendly interface** that **educated** users on advanced trading concepts
- Mentored junior designers and facilitated recurring design critique
- Utilized AI-assisted user testing and customer insights to validate concepts and iterate **AI prototype** design tools