

# ELIZA G WARD

UI/UX DESIGN EXPERT

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

## CONNECT

Portfolio: [elizagward.com](http://elizagward.com)

Email: [contact@elizagward.com](mailto:contact@elizagward.com)

LinkedIn: [Eliza G Ward](#)

## SKILLS

- **Tools:** Figma Make, Lovable, Cursor, Claude Code, Hotjar
- **Skills:** HTML & CSS, Responsive Design, WCAG Accessibility
- **UI/UX:** User Research, QA, Prototyping, Wireframes, Subscription, Branding, User Flows
- **Growth:** Conversion Optimization, Engagement Loops, Growth Design, Gamification, Agile Methodologies, Design Thinking, UX Thinking, Agile

## EDUCATION

### MASTER'S DEGREE

Behavioral Research  
Advanced Finance  
CLARK UNIVERSITY

### USER EXPERIENCE CERT.

ACCENTURE



Sr. Product Designer with **6+ years** leading **end-to-end** native **mobile**, **desktop** and web app initiatives for **90K–280K** user bases. Expert in Figma, design systems, AI-assisted workflows and user-centered design for **B2C Fintech**, **AI**, **e-commerce** and **B2B SaaS** products. Proven track record driving growth, conversion, and retention.

## EXPERIENCE

### SENIOR PRODUCT DESIGNER

Nov 2024 - Present

Parti

- Spearheaded the **end-to-end** launch of a **fintech native mobile app**, scaling to **90K+ active users** and driving **30% DAU growth**
- Translated **complex financial concepts** into intuitive, **decision-ready user-centered flows**, boosting **conversion rates by 15%**
- **Led cross-functional meetings** to drive product roadmap strategy
- Created **engagement and conversion optimization systems**
- Led user research, usability testing, and A/B experiments that improved conversion rates by 22% and NPS by 18 points

### PRODUCT DESIGNER III

May 2023 - Nov 2024

Microsoft

- Led redesign of a **Microsoft** product serving **280K users**, exceeding KPIs with **15% retention uplift** and improved new user acquisition
- Optimized navigation, layout, and modular components to improve game discoverability and **drive user engagement by 20%**
- Developed a **design system** for **enterprise-level** deployment
- Created prototypes with AI-tools that secured stakeholder buy-in
- Leveraged behavioral analytics to optimize conversion and retention

### PRODUCT DESIGNER

Sep 2020 - April 2023

Aiko AI

- Launched an **AI-enhanced financial analytics dashboard** driving a **20% increase in trading activity**
- Owned **0-to-1 native mobile app**, translating complex financial systems into intuitive, mobile-first experiences
- Designed **multi-step guided flows** and contextual **alerts** to educate users through **advanced financial trading** actions
- Utilized AI-assisted user testing and data to validate prototypes
- **Mentored junior designers** and strengthened design culture