

# Eliza Vorobieva

Lead Product Designer | Innovation Consultant

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## MedMe, Lead Product Designer

SEP 2021 - PRESENT | Remote

Scaled the design team from 1 to 3 members. Defined and implemented the product design process for the entire company. Led design projects resulting in over 200MRR. Contribute to company strategy and roadmap. Facilitate strategy and team building sessions in-person and remotely. Led the rebranding of the company and app, including creation of a design system.

## Freelance, Innovation Consultant

JAN 2019 - PRESENT | Remote

Facilitate workshops and design sprints with corporate clients. Coach them through innovation projects leveraging Design Thinking and Lean Startup methodologies. Most recently worked with the Rideau Hall Foundation to help them define their future strategy.

## Kira, Product Designer

APR 2021 - SEP 2021 | Remote

Led the full design process for my product pod from user research, ideation, prototyping and validation. Also led cross-pod initiatives for design such as UX audits, defining the new design process and implementing the new branding into the product.

## Opencare, Product Designer

JAN 2019 - JAN 2021 | Toronto

Led project to redesign main workflow for patient intake for practices. Redesigned the information architecture for the practice facing app to be more intuitive and to support future product vision. Designed experiments to increase funnel conversion. Worked closely with product managers and engineers to understand constraints and gather feedback to quickly ship new features.

## Konrad Group, Associate Consultant

JULY 2018 - DEC 2018 | Toronto

Solved complex business problems by creating smart, intuitive, and human-centred experiences in conjunction with the strategy, project management, design, and technology teams. Independently conducted user validation for a large financial services institution on their new mobile solution. Engagement included user recruitment, running user interviews, consolidating data and presenting key insights and recommendations.

## Nulogy, Product Design Intern

MAY 2017 - SEP 2017

## Microsoft, Program Manager Intern

SEP 2016 - DEC 2016

## Shippo, Software Engineer Intern

JAN 2016 - APR 2016

## D2L, Product Analyst Intern

MAY 2015 - AUG 2015

## Synacor, Software Engineer Intern

AUG 2014 - DEC 2014

## Genesys, Frontend Development Intern

JAN 2014 - APR 2014

## Skills

Low to High Fidelity Prototyping  
UI / UX Design  
Problem Definition  
Persona building  
Storyboarding  
Design Sprint  
User Research and Usability Testing  
Design Systems  
Experience with Frontend development

## Tools

Figma  
Sketch  
Invision  
Adobe Creative Suite  
HTML, CSS, Javascript, GIT

## University of Waterloo

Class of 2018 | Coop  
BAsC, System Design Engineering

## Volunteering

ADPList Mentor  
Guest Lecturer for Humber College

## Personal Project - Physiobuddy

Created a wearable device with a partner app to provide physiotherapy patients with real-time biofeedback on their at home exercises to increase their accuracy and motivation; leading to a faster recovery time. My team won two pitch competitions for this project.  
**Baylis Medical Scholarship - \$5K**  
**Norman Esch Award - \$10K**

## Other Interests

I'm bilingual (Russian and English), I love travel, music, dance, watercolour and anything outdoors