

Eliza Vorobieva

Lead Product Designer | Innovation Consultant

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UrgentIQ, Lead Product Designer

JUL 2023 - PRESENT | Remote

Established product and design processes from inception, implementing a design system in figma as well as project tracking process for engineering and product in Notion. Conducted user interviews with medical professionals to drive product strategy, write product requirements, and streamlined design execution with offshore teams. Led in-person and remote strategy and team-building sessions.

MedMe, Lead Product Designer

SEP 2021 - JUN 2023 | Remote

Built and executed the product design process for the entire company. Contributed to company strategy and roadmap, ensuring product success. Led the rebranding of the company and app, including the creation of a comprehensive design system. Facilitated strategy and team building sessions, both in-person and remotely. Oversaw the recruitment, onboarding, and mentorship of junior designers, fostering their growth and development.

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

JUL 2018 - DEC 2018 | Toronto

Collaborated cross-functionally to deliver user-centered solutions and conducted independent user validation for a large financial services institution, providing valuable insights and recommendations.

Internships

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