Eliza Vorobieva

Product and Design Lead | Innovation Consultant

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UrgentIQ, Lead Product Designer

JUL 2023 - PRESENT| New York City, Remote

- Spearheaded design and product strategy, driving a **20x increase** in user volume (from 35k to 760k patients) in 12 months, facilitating scalability across 55 clinic locations, resulting in a **41x increase** in active users from 2024.
- Conducted user research with medical professionals and collaborated with leadership and engineering to define requirements and deliver key features to drive business goals including reducing no show rates by **32%** and cutting time spent on documentation by **30%** to an average of 2 min per patient.
- Developed and implemented a scalable design system in Figma, improving consistency and reducing inefficiencies by **25%.**
- Streamlined engineering and product processes, including transitioning the team from Confluence/Jira to Notion, improving collaboration and **reducing operational costs by 20%.**

MedMe, Lead Product Designer

SEP 2021 - JUN 2023| Toronto, Remote

- Led product design across the company, defining strategy, roadmaps, and creating key features aligned with business objectives.
- Launched new product lines such as Minor Ailments resulting in **25** new pharmacy clients and **35k** appointments booked in the first 3 months.
- Championed rebranding efforts, creating a design system and app redesign.
- Managed junior designers and facilitated cross-functional workshops to ensure alignment.
- Contributed to strategic planning, positioning the product for long-term growth.

Freelance, Innovation Consultant

JAN 2019 - DEC 2022| Waterloo, Remote

- Facilitated workshops and design sprints with corporate clients like the Rideau Hall Foundation, Canadian Armed Forces, and Northguide.
- Coached teams through innovation projects leveraging Design Thinking and Lean Startup methods.

Kira, Product Designer

APR 2021 - SEP 2021| Toronto, Remote

- Executed the full design process for the AI legal review pod from user research, ideation, prototyping and validation. Developed AI tools to help lawyers review legal documents faster.
- Drove cross-pod initiatives for design such as UX audits, defining the new design process and implementing new branding into the product.

Opencare, Product Designer

JAN 2019 - JAN 2021 | Toronto

- Led project to redesign main workflow for patient intake for dental practices leading to **20% increase** of conversion of requested to scheduled appointments.
- Redesigned the information architecture for the practice facing app to be more intuitive and to support future product vision.
- Designed experiments to increase patient funnel conversion, such as redesigning the scheduling component leading to a **15% increase in bookings.**
- Worked closely with product managers and engineers to understand constraints and gather feedback to ship new features within days.

Konrad Group, Associate Consultant

JUL 2018 - DEC 2018 | Toronto

- Delivered user-centred solutions and conducted user validation for a financial services institution, providing actionable insights to enhance the portfolio management expereince.

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

Product & Design Strategy

Product Visioning/Strategy Development

Roadmapping

Problem Definition

Persona Building

Experience with Frontend Development

Design & User Experience

UI/UX Design

Low to High Fidelity Prototyping

Design Systems

User Research and Usability Testing

Learning Motion Design

Leadership & Collaboration

Cross-Functional Team Leadership

Mentoring Junior Designers

Management

Design Sprint, Design Thinking Coach

Facilitating Workshops & Strategy Sessions

Tools

Figma

Webflow

Notion, Jira

HTML, CSS, JavaScript, GIT

ChatGPT, Cursor, TempoLabs

Rive

University of Waterloo

Class of 2018 | Coop(Honours)

BASc, **System Design Engineering**
Baylis Medical Scholarship – $5K
Norman Esch Award – $10K

Volunteering

Design Mentor - longterm career coach for 3 junior designs, and adhoc resume/portfolio critiques

Guest Lecture for Humber College UX Design Course

Judge at Western University Designathon

Other Interests

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