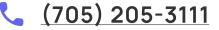
# Liza Zagirova

## Product Design Manager I Creative Product Designer I Design Strategy Expert

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LinkedIn



Niagara Falls, ON



# **Summary**

Visionary Product Design Manager with a strong background in leading innovative projects across diverse sectors. Boasts a proven track record in user-centered design and effective team management, driving projects from concept to completion. Embodies an entrepreneurial spirit, a steadfast commitment to excellence, and leadership skills that inspire collaboration and success.

# **Experience**

#### **Creative Director & Founder**





- Managed a team of eight to drive product design from concept to launch, collaborating with
- Oversaw project lifecycles, including planning, task assignment, and guiding design and user experience, supported by research to inform design decisions.

stakeholders to align product visions with business objectives and user needs.

• Delivered and launched products, supervising post-launch support, and worked with product and engineering teams to align design with business goals.

## **Product Design Manager**



- Jan 2022-Mar 2023 Phoenix, AZ
- · Managed and coordinated the design and enhancement of products, ensuring design feasibility
- and optimization. Led the design team to achieve project milestones efficiently.
- Collaborated with product managers, engineering, and QA teams to implement designs. Evaluated issues, provided solutions, and effectively communicated with stakeholders to align on objectives.
- Developed design guidelines and best practices; validated designs to enhance delivery efficiency and cost-effectiveness.

### **UI/UX Engineer / Product Design Generalist**



- Jan 2020-Jan 2022 Phoenix, AZ
- Created five complex prop tech products, significantly contributing to company growth through innovative design for both web and mobile applications. Developed and implemented a cohesive brand identity and a comprehensive Design System.
- · Crafted user-centered designs by thoroughly understanding product requirements and integrating user feedback. Collaborated effectively with cross-functional teams and stakeholders to align on design objectives and ensure seamless delivery.
- · Designed detailed user flows, wireframes, prototypes, and mockups, expertly incorporating customer feedback and usability insights to enhance the user experience and adeptly solve UX challenges.

#### Lead Designer & Founder



Jan 2007-Dec 2022 O Dominican Republic



Spearheaded the growth of a creative agency by integrating product design with web development, branding, and mobile app services. Balanced responsibilities as both designer and developer, while managing a creative team to execute marketing strategies, oversee project management, and maintain efficient sales and administration processes.

### **Education**

## Bachelor of Fine Arts in Design and **Visual Communications**

**CHAVÓN Art School** 

2007-2010

La Romana, Dominican Republic

## Master's Degree in Physics

Oles Honchar Dnipro National University

**1** 1999-2004 **○** Dnipro, Ukraine

#### **Certifications**

# Google UX Design Professional Certificate

Google by Coursera

#### Market Research Specialization

**UC Davis by Coursera** 

## Google Project Management: **Professional Certificate**

Google by Coursera

#### **Al For Business Specialization**

University of Pennsylvania by Coursera

# **Key Skills**

- User-Centered Design
- Delivering High Product Impact
- Team Leadership & Development
- Creative Strategy & Innovation
- UI/UX Design Excellence
- Product Lifecycle Management
- Agile & Lean Methodologies
- Conversion-Oriented Design

## Languages

• English, Spanish: Bilingual Proficiency

• Ukrainian, Russian: Native

• French: Limited Proficiency