

Liza Zagirova

Product Design Manager | Creative Product Designer | Design Strategy Expert

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[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

[Yzzy Agency](#)

2022-Present Los Angeles, CA

- Managed a team of eight to drive product design from concept to launch, collaborating with stakeholders to align product visions with business objectives and user needs.
- Oversaw project lifecycles, including planning, task assignment, and guiding design and user experience, supported by research to inform design decisions.
- Delivered and launched products, supervising post-launch support, and worked with product and engineering teams to align design with business goals.

Product Design Manager

[BatchService](#)

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

[BatchService](#)

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

[Zagirova Design](#)

Jan 2007-Dec 2022 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](#)

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](#)

AI 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