

LIZ HARTER

UX Designer & Entrepreneur

Buffalo-based UX Designer & hospitality leader passionate about the intersection of design and technology.

WORK EXPERIENCE

UX/UI Designer / Brandspeak Studio

AUGUST 2022 - PRESENT (REMOTE)

- Conduct user and market research to identify problems and overlaps between user and business goals for small business founders
- Collaborate with a UX writer from wireframes to full fidelity designs
- Be flexible and firm with developers to honor final wireframes and interactions while accounting for time and budget constraints

Founder & Freelance Web Designer / Big Wave Studio

JUNE 2020 - PRESENT (REMOTE)

- Served over 15+ small and mid enterprise businesses to launch mobile-first websites that averaged 20% increased conversion rates
- Partner cross-functionally with copywriters, illustrators, & photographers to create on-brand, user-forward digital experiences

UX/UI Fellow / Superbolt Marketing Agency

APRIL 2022 - JULY 2022 (NEW YORK, NEW YORK)

- Improved user experiences while honoring existing brand styles on Shopify websites for expanding direct-to-consumer brands
- Daily collaboration with developers to push live website changes

Design Project Manager / Quill & Co. Design

AUGUST 2020 - APRIL 2021 (REMOTE)

- Assisted lead designer on over 10 full website launches and led project management of multiple cross-functional collaborators
- Responsible for creating final logo files, brand guidelines documentation, and front-end web development

Lead Server & Trainer / NYC Restaurant Industry

JUNE 2016 - MARCH 2020 (NEW YORK, NEW YORK)

- Led multiple teams in a variety of NYC award-winning restaurants
- Directed positive problem solving in high-stress situations
- Onboarded new team members with service standards and protocols

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EDUCATION

Canisius College

B.A. Communication Studies & Spanish

SKILLS

Research

A/B Testing
Competitive Analysis
Information Architecture
Usability Testing
User Interviews

Design

Interaction Design
Prototyping
UI Design
Visual Design
Web Design
Wireframing

Tools

Adobe Creative Suite
Figma
Invision
Notion, Asana, Monday
Shopify
Webflow