

LIZ HARTER

UX Designer & Entrepreneur

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

WORK EXPERIENCE

Product Designer / M&T Bank, Commercial Banking

APRIL 2023 - PRESENT (BUFFALO, NY, HYBRID)

- Collaborate with Product, Business Leaders, and users on user and business objectives for an Internal Sales Tool replacing retired tech
- Prototype and test designs using an extensive component library, while continuously expanding the Design System
- Host prioritization workshops with Product, Business Lines, and power users to rank and sort post-MVP features to add to the roadmap

UX/UI Designer / Brandspeak Studio

AUGUST 2022 - MARCH 2023 (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 high-fidelity designs

Founder & Freelance Web Designer / Big Wave Studio

JUNE 2020 - NOVEMBER 2022 (REMOTE)

- Served over 15+ small 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

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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in linkedin.com/liz-harter

EDUCATION

Canisius College

B.A. Communication
Studies & Spanish

SKILLS

Research

A/B Testing
Competitive Analysis
Focus Groups
Usability Testing
User Interviews

Design

Interaction Design
Prototyping
UI Design
Visual Design
Web Design
Wireframing

Tools

Adobe Creative Suite
Figma
Jira
Miro
Shopify
Webflow