

Liz Hart

Product Design Strategist

SUMMARY

Product strategy leader with over 10 years of experience and a proven track record of leading teams to deliver innovative user experiences for a variety of clients, including Microsoft, Airbnb, the MLB, Procter & Gamble, and Dropbox. Strong advocate for user-centered design.

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*References and work samples
available upon request*

EXPERIENCE

Instrument | Portland, Oregon

Strategy Director, July 2022 – Present
Associate Strategy Director, Sep 2020 – July 2022
Senior Strategist, Aug 2018 – Sep 2020
Strategist, Jan 2017 – Aug 2018

- Lead a multidisciplinary team responsible for \$13M+ annual revenue, developing thoughtful experiences for users across digital surfaces for clients such as Microsoft, Marriott, and The Weather Channel.
- Collaborate cross-functionally with product designers, product managers, developers, and executive stakeholders.
- Guide north star vision, and direct strategy work, from user research, to journey mapping, storyboarding, wireframing and user testing.

LPK | Cincinnati, Ohio

Trends & Insights Analyst, May 2015 – Jan 2017
Trends & Insights Apprentice, Aug 2014 – May 2015

- Researched landscape trends and consumer insights to inform data-driven product decisions for clients such as Olay and Pampers.
- Developed and presented detailed readout reports with actionable key takeaways to executive-level leadership.

EDUCATION

University of Cincinnati | Cincinnati, Ohio

B.S. Industrial Design, Minor in French

- Graduated with Honors and made Dean's List all five years.
- Co-operative education including five product design and research internships at companies including Fossil and Clorox.
- Cincinnati Academic Scholarship recipient.

SKILLS

Skills: User research (planning, facilitation, and synthesis), user experience design, usability testing, landscape analysis, workshop facilitation, persona definition, journey mapping, trend research, product roadmapping, feature prioritization, wireframing, content strategy, information architecture, UX writing, presentation, analytics, people management, team leadership.

Tools: Figma, Sketch, Keynote, Lookback, Microsoft Office, Google Analytics, Miro, Mural, Adobe CC.