

Lizz Milota

USER EXPERIENCE DESIGNER



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PORTFOLIO
www.lizzfizz.com/portfolio

Well-rounded Designer with a penchant for learning new technology, who uses design thinking to create delightful digital products under deadline, while engaging team members and stakeholders in a fun collaborative process. Used to working on projects end-to-end. Well-versed in user testing and research.

> WORK EXPERIENCE

A3 LABS
2018 - Present

LEAD UX DESIGNER

Designed House Manager native iOS and responsive web site that powers a service for preventive and on-demand maintenance for homeowners in the Bay Area.

- Designed mobile app and web app from concept to launch
- Created features for aquisition such as Refer-a-Friend and promo memberships
- Designed and tested billing tools, admin tools, and sales tools for Member Support
- Created and maintained a component library for lab-wide use

Provided design support to Car Subscription and Identity Champion as needed.

RECURLY
2015 - 2017

SENIOR UX DESIGNER

Created acquisition tools for Business to Consumer (B2C) merchants who use Recurly to manage payments and billing.

- Maintained competitiveness in marketplace by integrating ACH (pay by bank account) as payment option for merchants and end customers
- Responded to in-demand feature requests by creating coupon product and designing usage-based billing (ideation to end implementation)
- Maintained steady relationships with VIP customers by creating gift card feature used by CBS, Sling, and other meaningful customers
- Integrated user feedback by conducting usability testing
- Improved team communication and goals by introducing and facilitating design sprint methodology

ROCKET LAWYER
2010 - 2015

SENIOR VISUAL AND UX DESIGNER

Worked on both the US and UK versions of the website with a primary focus on Documents, e-Signature and the Interview experience.

- Increased signed documents 22% by redesigning e-Signature experience
- Influenced future look and feel of site by overhauling "My Documents" experience - area on site where customers store files
- Increased document completion rate by redesigning "Document Interview" from ground up (desktop and responsive)
- Co-designed launch of UK website, company's first international presence
- Conducted usability testing and facilitated design sprints

ZIP REALTY
2001 - 2010

VISUAL AND UI DESIGNER

Designed and maintained all aspects of the customer-facing website.

- Increased customer engagement by repeatedly A/B testing home page and home details page
- Helped home buyers get accurate home location information by integrating mapping functionality
- Created more cohesive look and feel between customer-facing site and marketing material by creating and maintaining style guide

> EXPERTISE

Ideation
Design Sprint Facilitation
Task Flows
Wireframing
Prototypes
Mockups
Personas
User Testing
Responsive Design

> FAVORITE TOOLS

Sketch
Figma
Invision
Illustrator
Photoshop

> EDUCATION

MOBILE UX/UI DESIGN INTENSIVE

Certificate Program
San Francisco State University

FRONT END WEB DEVELOPMENT

Course Completion
General Assembly

DIGITAL MULTIMEDIA DESIGN

Master of Arts (MA)
California State University East Bay

COGNITIVE PSYCHOLOGY

Bachelor of Arts (BA)
University California, Santa Cruz