

Liz Cohen

440.897.2272 | elizabethdawncohen@gmail.com | lizcohen.net | [linkedin](https://www.linkedin.com/in/lizcohen) | Golden, Colorado

EXPERIENCE

DESIGN CONSULTANT

April 2023 - Present

- Strategically fuel growth and engagement for web and mobile apps by designing intuitive, user centric experiences
- Use problem solving and storytelling through design to define and deliver UX improvements that optimize business goals and user needs
- Execute UX Research, Wireframes, Prototypes and UI design that solves complex problems

TRAININGPEAKS

Product Manager

Oct 2019 - March 2023

- Drove the successful launch of PACE, a new mobile application, to the App and Play Stores
- Accelerated market adoption by using data-driven analysis, user interviews and market research to uncover high-value opportunities for our target audience
- Increased team efficiency by leading agile ceremonies and defining clear strategy

TRAININGPEAKS

UX Design Lead

Sept 2017 - Sept 2019

- Improved our NPS by implementing a human centered design approach and user experience process focused on user research, testing, and user-friendly interface design
- Significantly increased user retention by redesigning navigation in our mobile application to be useful and intuitive for both new and existing users
- Drove informed decision making and gained stakeholder buy-in by designing and testing interactive prototypes to solve complex workflows
- Increased team efficiency and collaboration by leading design sprints and team workshops
- Built strong relationships with stakeholders at all levels through exceptional presentation and communication skills which allowed us to stay aligned and on target to hit our goals

EDX

UX Designer

Mobile Design Lead

April 2016 - Aug 2017

- Communicated and validated design decisions using research, testing, journey map creation, wireframes, and prototypes (low and high fidelity)
- Mentored and guided all junior designers and design interns
- Led user story mapping workshops at the OpenEdX conference in Madrid, Spain

SESSIONM

Senior Product Designer

Sept 2014 - April 2016

- Defined product design strategy alongside the product and engineering teams
- Created a new revenue stream by designing the mPlusPLACES mobile app from ideation to dev ready UX & UI
- Designed the V1 UX & UI for a robust SAAS platform that was eventually sold to Mastercard

VOLUNTEER WORK

- TedXSomerville Volunteer Coordinator
- CreativeMornings Boston Blog Editor & Content Creator

SKILLS

- Wireframing • Story Mapping • Prototyping • Journey Mapping • UI Design • User Testing
- Agile • Kanban • Qualitative & Quantitative Data Analysis • Team Building • SQL

TOOLS

- Figma • Miro • JIRA • Confluence • Asana • Validately • Sketch • UserZoom

EDUCATION

- **Startup Institute** 2014
UX Design & Product Management
- **Cleveland Institute of Art** 2010
BFA Communication Design/Graphic Design

CERTIFICATIONS

- **Udemy**
 - Object Oriented UX (OOUX) Fundamentals
 - 15 Days of SQL: The Complete SQL Masterclass
 - Advanced Product Management: Vision, Strategy and Metrics
- **Eager Labs**
 - Emerging Leaders