



elizabeth f. feder

Designer | Researcher | Strategist

PROFILE

I'm passionate about customer experience, product innovation, and holistic, human-centered design that drives business goals. How users connect and create together, with data that tells their stories, is at the core of my designs.

EXPERTISE

STRATEGY & LEADERSHIP

Design Strategy & Planning
Art Direction
Design Sprint & Ideation

UX METHODOLOGY

Wireframing
User Flows
System Design
User Research
Interaction Design
Content Architecture
Rapid Prototyping

VISUAL DESIGN

UI Design
Brand Design & Management
Graphic Design
Print Design
Illustration

SOFTWARE & TOOLS

Adobe CC (Photoshop, Illustrator, InDesign)
Sketch
Invision
HTML, CSS, JS
Optimizely, UserTesting, UsabilityHub

AWARDS & CERTIFICATIONS

DAAD Graduate Study Scholarship - Berlin
NN/g UX Ideation Certification
GA Front End Web Dev Immersive

EXPERIENCE

AUGUST 2018 - PRESENT

Nexmo - the Vonage API Platform | Senior Product Designer

Leading the design of the holistic developer experience in close collaboration with Product and Engineering leaders, impacting a userbase of over 500,000 users. Focusing on user research in addition to persona and journey mapping to inform a customer-centric global product strategy.

JULY 2016 - AUGUST 2018

TokBox | Senior Designer

Developed and led the company's first UX research program, which contributed directly to increases in customer acquisition, retention, and revenue. Led design and research of the customer dashboard and data insights products with high impact on reducing churn and increasing customer LTV. Directed and contributed to a total company rebrand, with a focus on brand design, management, and impact across the developer ecosystem.

MARCH 2014 - JULY 2016

TokBox | Visual Designer

Responsible for redesigning tokbox.com and building out a corresponding style guide. Worked closely with the Product Director and VP of Engineering to lead the end-to-end design of the customer dashboard: from research, through UX iterations and low-fidelity prototypes, UI and interaction design.

OCTOBER 2012 - MARCH 2014

EFF Design | Freelance Designer

Led and collaborated on a wide variety of companies and products, including a real-time journalism mobile app, Washington Post in-the-field fact-checking tool, and a healthcare marketplace research and registration app.

SEPTEMBER 2011 - OCTOBER 2012

Berlin Art Link | Creative Director

Led and owned the brand and experience of an all-woman run arts magazine, focusing on optimizing the virtual studio visit, establishing the brand guide, and collaborating with artists and galleries for events and publications.

EDUCATION

2005 - 2010

BArch - Bachelor of Architecture

Cooper Union for the
Advancement of Science & Art

CONTACT

elizabethfeder.com

elizabeth@elizabethfeder.com

917 324 3585

[linkedin.com/in/elizabethfeder](https://www.linkedin.com/in/elizabethfeder)