



# elizabeth f. feder

Designer | Researcher | Strategist

## PROFILE

I'm passionate about product innovation, delivering a stellar customer experience, 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  
Design Systems  
User Research  
Interaction Design  
Content Architecture  
Rapid Prototyping

### VISUAL DESIGN

UI Design  
Brand Design & Management  
Graphic Design  
Print Design  
Illustration

### SOFTWARE & TOOLS

Figma  
Adobe CC (Photoshop, Illustrator, InDesign)  
Sketch  
Invision  
HTML, CSS, JS

### AWARDS & CERTIFICATIONS

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

## EXPERIENCE

APRIL 2019 - PRESENT

### Getaround | Senior Product Designer

Leading the end-to-end product experience for carsharing operations with a focus on increasing revenue and renter retention through supporting easier trip extensions, expediting car rebooking, and automatic fuel charging

AUGUST 2018 - APRIL 2019

### Nexmo - the Vonage API Platform | Senior Product Designer

Led the product design of the top professional communications webapp to include video chat, impacting over 500,000 users

JULY 2016 - AUGUST 2018

### TokBox | Senior Designer

Built and evangelized the company's first user research program, which contributed directly to increases in customer acquisition, retention, and revenue. Led the design of the customer dashboard and data insights products, focusing on reducing churn and increasing customer LTV. Directed and contributed to the company rebrand, with a focus on art direction, project management, and updating the product style guide and experience

MARCH 2014 - JULY 2016

### TokBox | Visual Designer

Redesigned tokbox.com and built out a corresponding style guide. Partnered with VPs of Product and Engineering to lead the end-to-end design of the customer dashboard from discovery to launch

OCTOBER 2012 - MARCH 2014

### EFF Design | Freelance Designer

Led product and brand design on a wide variety of projects, including a real-time journalism mobile app, in-the-field fact-checking tool, and a healthcare marketplace mobile app.

## EDUCATION

2005 - 2010

### BArch - Bachelor of Architecture

Cooper Union for the  
Advancement of Science & Art

## CONTACT

[elizabethfeder.com](http://elizabethfeder.com)

[elizabeth@elizabethfeder.com](mailto:elizabeth@elizabethfeder.com)

917 324 3585

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