

ELIZABETH DESOUZA

PRODUCT DESIGNER

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PROFILE

I bring an entrepreneurial perspective and creative problem-solving approach to creating products and experiences people enjoy using. I'm focused on creating meaningful experiences through design, and I'm incredibly passionate about the details that go into making the customer experience positive and beneficial for all users.

SKILLS

- User Research
- Wireframing
- Prototyping
- Information Architecture
- Heuristic Evaluations
- Personas
- User Testing
- Experience Maps

SOFTWARE

- Sketch
- Figma
- Zeplin
- InVision
- Marvel
- Python

EXPERIENCE

Product Designer | Zylor Education

JAN 2019 - MAR 2020, MISSISSAUGA, ON

- Designed the user interface and user experience for the product
- Reviewed and created use cases and product requirements
- Launched a pilot program (Ask Zylor) to offer remote learning tools and services to over 350 users to test demand for product

Co-Founder / Operations Manager | Zylor Education

MAY 2014 - MAR 2020, MISSISSAUGA, ON

- Managed the operations and human resources for a total staff of 30.
- Delivered a high-quality service by providing a strong customer experience
- Continuously improved and automated business processes, to optimize and promote effective operations
- Managed the operations, budget (\$100,000/location), and strategy for expansion to three locations based on a strategic plan focused on set up costs, lease negotiations, labor costs, and advertising

Software Tester | International Medical Solutions

OCT 2013 - AUG 2014, MISSISSAUGA, ON

- Startup of 15 employees, designed a product that focused on optimizing images from CT scans, fMRIs, and Ultrasounds
- Participated in various testing environments such as mobile, tablet, PC, for android and iOS, reporting several defects within each sprint
- Suggested ways to improve the customer user experience of the product while following an agile development methodology

EDUCATION

BrainStation | Diploma Candidate, User Experience Design

JULY 2020 - SEPT 2020, TORONTO, ON

McMaster University | Bachelors in Science, Honors Life Science

SEP 2011 - JUNE 2016, HAMILTON, ON

PROJECTS

[Sleek](#) | UX/UI Designer

JULY 2020 - SEPT 2020 | CAPSTONE PROJECT

A digital solution to help millennial women feel more confident in their size selections so they can get the right size every time they shop online

WAVES by Coastal University | UX/UI Designer

4 DAY SPRINT | ERNST & YOUNG

A digital solution designed to bring first year students together and give them a sense of belonging and community while experiencing remote learning during COVID - 19