

Elizabeth (Liz) Bigham

UX/UI Designer with 4+ years of experience leading end-to-end product design for Fortune 500 clients. Expert in visual design, prototyping, design strategy, and cross-functional collaboration, with experience delivering high-profile launches and driving measurable impact.

Experience

Publicis Sapient

Associate Experience Designer, June 2022 - Present, Chicago, IL

- Shaped Total Wireless's first AI-powered conversational interface, a groundbreaking solution that transformed how users navigate the shopping, earning executive recognition and driving a successful public launch
- Designed and optimized mobile experiences for Straight Talk and Total Wireless, contributing to a 15–25% increase in monthly app engagement in 2025 compared to 2024 benchmarks.
- Delivered end-to-end design solutions for Verizon, Discover, Academy Sports + Outdoors, and Teaching Strategies, balancing business goals with user needs through wireframes, prototypes, and design systems.
- Facilitated cross-functional collaboration across product, engineering, and strategy teams in Agile environments

Arity

UX Design Consultant Intern

June 2021 - August 2021, Chicago, IL

- Designed innovative solutions aligning to using telematics data to improve transportation safety and ease for insurance customers
- Conducted frequent feedback loops with user research, testing, and metrics analysis to articulate ideas clearly with wireframes and prototypes
- Used human centered design to align customer needs through user interviews, usability testing, and workshops

Covidopoly

UX/UI Design Intern

May 2020 - Sept 2020, Remote

- Translated desktop gameplay into mobile, contributing to 1M+ plays across 150 countries
- Collaborated with developers and visual designers to streamline processes and improve user experience consistency

Education

University of Michigan, Ann Arbor, MI

Bachelor of Science in Information with a concentration in User Experience Design, Sept 2018 - May 2022

• GPA: 3.80/4.0

Experience

Two-week intensive UX/UI Design Bootcamp, Jan 2021

Details

Address

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Portfolio

www.lizbigham.com

Leadership

Alpha Theta Delta

Founder and VP, 2022

Multidisciplinary design professional fraternity at UofM

Skills

Design Strategy & Leadership

Design Thinking
Agentic Design
Project Management
Stakeholder Alignment

UX/UI Execution

Wireframing
Prototyping
Animation
Usability Testing
Visual QA
Accessible Design
Design Systems
Documentation