

Elizaveta Fay

elizavetafay.com | elizavetafay@gmail.com | [linkedin.com/in/ElizavetaFay](https://www.linkedin.com/in/ElizavetaFay)

A design process geek with a strong focus on cultivating a culture of collaboration, empathy, and transparency. Ready to take on the most challenging tasks, solve the unsolvable and deliver results.

PROFESSIONAL EXPERIENCE

PTC Inc. *May 2023 - Present*

Product Design Manager *Boston, MA*

- Mentoring and coaching designers of all levels.
- Continuously improving operational efficiency by establishing processes that facilitate designer-to-designer & cross-team collaboration.
- Advocating for design best practices and design-driven prioritization approach across stakeholder groups.
- In partnership with the design director, developed Next Generation Experience vision and strategy for the company's leading enterprise software application.

PTC Inc. *Dec 2020 – May 2023*

Product Designer *Boston, MA*

- Led design projects through discovery, proof of concept, and handoff stages.
- Mentored and coached other designers, helping them develop their skills and refine their design process.
- Developed the Design Guide - a resource that helps designers choose the best approach to starting a project at hand, defining project scope, gaining alignment, and choosing appropriate fidelity, artifacts, and deliverables.
- Collaborated with design strategist on rapid testing initiative that allowed the team to quickly validate design concepts and make data-driven decisions.

TransPerfect *Jan 2020 – Dec 2020*

UX/UI Designer *Maynard, MA*

- Led the UI/UX design efforts for the OnelinkJS web localization app in the fast-paced agile environment.
- Defined the user experience of the OneLinkJS app and On-Page Editor Chrome extension pre & post-launch while considering accessibility, the end users, business objectives, and technical feasibility.
- Reviewed code and worked on UI code changes allowing developers to focus on functionality implementation.
- Took initiative in the company-wide Product Design Standardization effort.

Boston Microgreens *Sep 2019 – Dec 2019*

Lead UX/UI Designer & Marketing Strategist *Boston, MA*

- Led the team of 6 in developing content strategy and tone of voice for the new brand image and website.
- Collaborated with the design team and translated business requirements and consumer research into empathetic user-first strategies, leading to about an 80% increase in lead generation.
- Created low-to-high fidelity mobile and desktop website prototypes and communicated to the client how user centered design principles impact brand perception.

Dana-Farber Cancer Institute *Jan 2019 – Jun 2019*

Client Communications Coop *Boston, MA*

- Redesigned UX/UI of the STEM Cell Transplantation website section to deliver a more user-centered experience and guided the team in implementing the changes.
- Managed the patient education website and implemented UX/UI changes to improve usability.
- Led the team's SEO efforts for priority programs and effectively raised Google rankings for 67% of the pages in the first month.
- Managed and executed multiple projects, including social media, digital and print communication collateral creation, events communications planning, and UX/UI optimization.

Xerox Corporation Jun 2015 – Aug 2015

Channel Marketing Executive London, United Kingdom

- Designed and enhanced UX/UI for multiple global channels such as the main website, email campaigns, and others.
- Supported Partner Net Portal UX/UI redesign (primary partner engagement channel).
- Designed, built, and configured strategic campaigns and analytical tools via marketing automation software.
- Supported the deployment of Marketing Automation across Developing Markets Operations, from strategic consultancy and technical build to providing insights and statistical analysis.

EDUCATION

Northeastern University Jan 2018 – Dec 2019

Master's of Professional Studies in Digital Communication and Media/Multimedia Boston, MA

University of St Andrews Sep 2012 – Jun 2016

BSc in Management St Andrews, Scotland

SKILLS

Technical: HTML, CSS, JavaScript; Figma; Adobe XD; InVision; Sketch; HootSuite; WordPress;

Design: UX/UI Design; Product Design; User Research; Wireframing / Prototyping; Interaction Design

Other: Management, Project Management; SEO; Marketing Automations,

Languages: English - Fluent; Russian - Native; Spanish - Basic

PUBLICATIONS

- Design Guide: How to Streamline Your Team's Design Process? | Bootcamp, 2022
- Design Guide: How to Design One Specific to Your Team? | Bootcamp, 2022