




Liz Green

Product Designer

CONTACT

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 678-314-9941

EDUCATION

BFA, Graphic Communications
Kennesaw State University
Cum Laude
2018

SKILLS

Product Design	Figma
UI Design	Sketch
UX Design	Adobe CC
Prototyping	Illustrator
Wireframing	Photoshop
Art Direction	InDesign
Graphic Design	After Effects
Illustration	Lightroom
Lettering	Procreate

EXPERIENCE

Product Designer II • The Walt Disney Company 2021-Present

Partner with Design, Product, and Engineering teams to create app and web experiences for Disney's consumer-facing portfolio of 22+ entertainment & studio brands.

- Leading the web homepage redesign and design system creation for ABC News
- Overhauling ABC News' end-to-end app experience on iOS and Android
- Leading the web redesign and design system creation and maintenance for Good Morning America
- Redesigned ABC News' web article experience, which led to a daily 4.7% increase in search traffic and an additional 832K page views per month
- Led the redesign for Good Morning America's web article experience, which generated 11.1M unique visitors, +22% YOY, and 19.3M page views, +56% YOY
- Oversaw the web article experience redesign and design system creation for National Geographic
- Developed an interaction state color mapping process utilized platform-wide and collaborated with UX Engineers to construct a custom online color ramp generator for speed and efficiency

Designer • AKQA 2020-2021

Collaborated with the Creative and Product teams to design data-driven and user-centered experiences across a variety of digital platforms.

- Collaborated with the UX team to create a content hub for Mailchimp's web experience
- Worked with the UX Director to redesign Mailchimp's web global nav
- Collaborated with the UX and Design team on a blue sky pitch for the Masters web experience
- Created microsites for Delta's Lyft and Uber promotional offers

Designer • FortyFour 2018-2020

Worked with the creative team on an array of digital projects to design responsive websites, landing pages, ad campaigns, animated & static social content, marketing collateral, and emails.