

LIZ GREENE

781-277-1564 | www.lizgreenedesign.com | lizgreenedesign@gmail.com

EXPERIENCE

Hearst Newspapers / New York, NY

Product Designer 2024–Present

- Design digital experiences that help readers discover, understand, and engage with local journalism across Hearst Newspapers' web and mobile platforms.
 - Collaborate with cross-functional teams including editors, product managers, engineers, and data analysts to translate newsroom and audience needs into product features.
- Create wireframes, user flows, prototypes, and high-fidelity designs to communicate product ideas and test solutions before development.
- Contribute to and maintain a scalable design system used across multiple newspaper brands to ensure consistency, accessibility, and faster development.

Visual Designer 2019–2024

- Designed high-performing digital assets across web, email, and social channels, using performance data to optimize engagement
- Collaborated with marketing and analytics teams to iterate on campaigns based on user behavior insights

Brooklyn Art Library / Brooklyn, NY

Design Manager 2017–2019

- Managed a global creative archive of artist sketchbooks featuring tens of thousands of contributors.
- Supported exhibition preparation and traveling installations that showcased community-created artwork.
- Designed and managed social media content and marketing collateral—including digital graphics and promotional materials—to support programming, artist engagement, and sales initiatives.

CORE SKILLS

Product Design & UX: End-to-end product design, user-centered design, interaction design, information architecture, user flows, wireframing, prototyping, usability best practices

Research & Data-Informed Design: User research, usability testing, A/B testing, data-informed iteration, analyzing user behavior, translating insights into product decisions

Design Systems & Accessibility: Scalable design systems, component libraries, visual consistency, accessibility standards (WCAG), inclusive design practices

Cross-Functional Collaboration: Partnering with product managers, engineers, and stakeholders, agile workflows, design communication, presenting and defending design decisions

Tools & Technology: Figma, Adobe Creative Suite, Sketch, prototyping tools, GenAI tools (ChatGPT, Figma Make, Lovable)

EDUCATION

University of San Francisco, Class of 2017
Bachelor of Arts in Design & Advertising