

Elizabeth (Liz) Bigham

Senior UX/UI Designer driving end-to-end product design for Fortune 500 clients. Specializes in taking complex problems from strategy through launch, with a track record of shipping AI-driven products and growing user engagement

Experience

Publicis Sapient

Senior Experience Designer, June 2022 – Present, Chicago, IL

- Led end-to-end design of an AI-powered conversational interface from a weekend pitch to CEO visibility to live production in 8 weeks, directly contributing to a \$9M/year contract win
- Designed and optimized mobile app experiences across multiple brands, driving measurable growth in monthly engagement and active users through AI-powered features, personalization, and iterative design
- Delivered multi-channel UX/UI across telecom, banking, education, and retail verticals in Agile consulting environments, integrating AI tools and emerging technologies to bridge strategy, design, and delivery

Arity

UX Design Consultant Intern

June 2021 – August 2021, Chicago, IL

- Designed UX solutions for Arity's telematics-powered insurance app (Routely) and partner platform (Life360), improving how insurance customers act on their driving behavior data through high-fidelity prototypes
- Led end-to-end research across three projects — including 10 unmoderated usability studies on native ad experiences, 10 semi-structured interviews on iOS 14.5 ATT data-sharing permissions, and 50 preference surveys on visual design preferences
- Applied human-centered design methods throughout the full design process, conducting inclusive user recruitment to surface insights that directly shaped onboarding flows and ad personalization strategies

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

Details

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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