



Liz Bigham
Experience Designer L2

e-mail: elizabeth.bigham@publicissapient.com

Country: United States



Education & Certifications

Bachelors Degree in UX Design

University of Michigan

2018 • 2022

Advanced Figma Megacourse

Udemy • Issued January 2026

UX/UI Bootcamp

lxpérience • Issued January 2021

Testimonials

“She’s the complete package – strategic, analytical, incredible team player, always warm and friendly, strong collaborator, crystal clear communicator, great presenter, mad technical skills, and unafraid to hop into challenges. She’s always, always on the short list of people we want to pull into the special, hard stuff.”

Brian Kennedy, Director Content Design, Publicis Sapient

“Liz had consistently shown great expertise in providing both visual and interactive design—every aspect of the process considered and executed with thoughtfulness and care.”

Quan Nguyen, Design Lead, Publicis Sapient

Professional Journey

Publicis Sapient

Experience Designer

Skills: UX Design, Visual Design

Clients: Verizon, Discover, Teaching Strategies

Telecommunications

Banking

Consumer products

Chicago

2022 - Present

UX Design Intern at Arity

Skills: Interaction Design, Visual Design, Research

Clients: Client Name Client Name

Transportation

Technology

Chicago

Summer 2021

“You have a broad skillset, able to think through complex flows and understand the UX side of things while ensuring that the brand and components are applied correctly to deliver high quality design work.”

Anu Jayasinghe, Associate Creative Director, Publicis Sapient

“Her work on Verizon initiatives has contributed directly to client satisfaction and account growth, and her creative flexibility and reliability have made her an essential contributor to new business and pitch efforts. Liz regularly steps up with proactive solutions, ensuring projects are not only visually engaging but also strategically sound.”

Nicole Lambiase, Senior Manager Product, Publicis Sapient

Featured Projects

Verizon

#Digital Obsessed Whitelabel + AI Chatbot

Telecommunications

UX/UI Designer

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Verizon

Value Brands Mobile App Redesign

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Featured Clients





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Hobby: Reading and Yoga
Side hustle: Fostering Animals

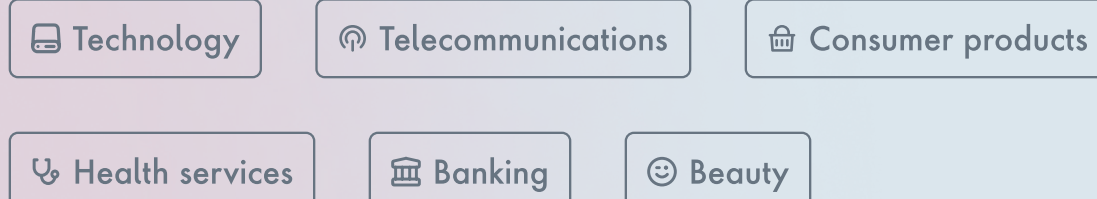


End-to-end designer turning complex problems into seamless experiences

I'm a product designer with a hybrid UX/UI skillset, experienced in taking ideas from early concept through polished, high-fidelity execution. I've worked across a range of industries and product types, which has made me comfortable jumping into any stage of the design process.

I'm drawn to solving complex or ambiguous problems, digging into client challenges, and translating tricky use cases into intuitive, thoughtful experiences. I thrive in collaborative environments and care deeply about the details.

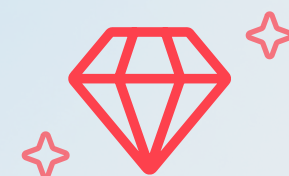
Fields of Expertise



My achievements



Contributed to PS securing a \$9 million/year contract for Verizon Value Brands from pitching a Conversational AI shopping experience.

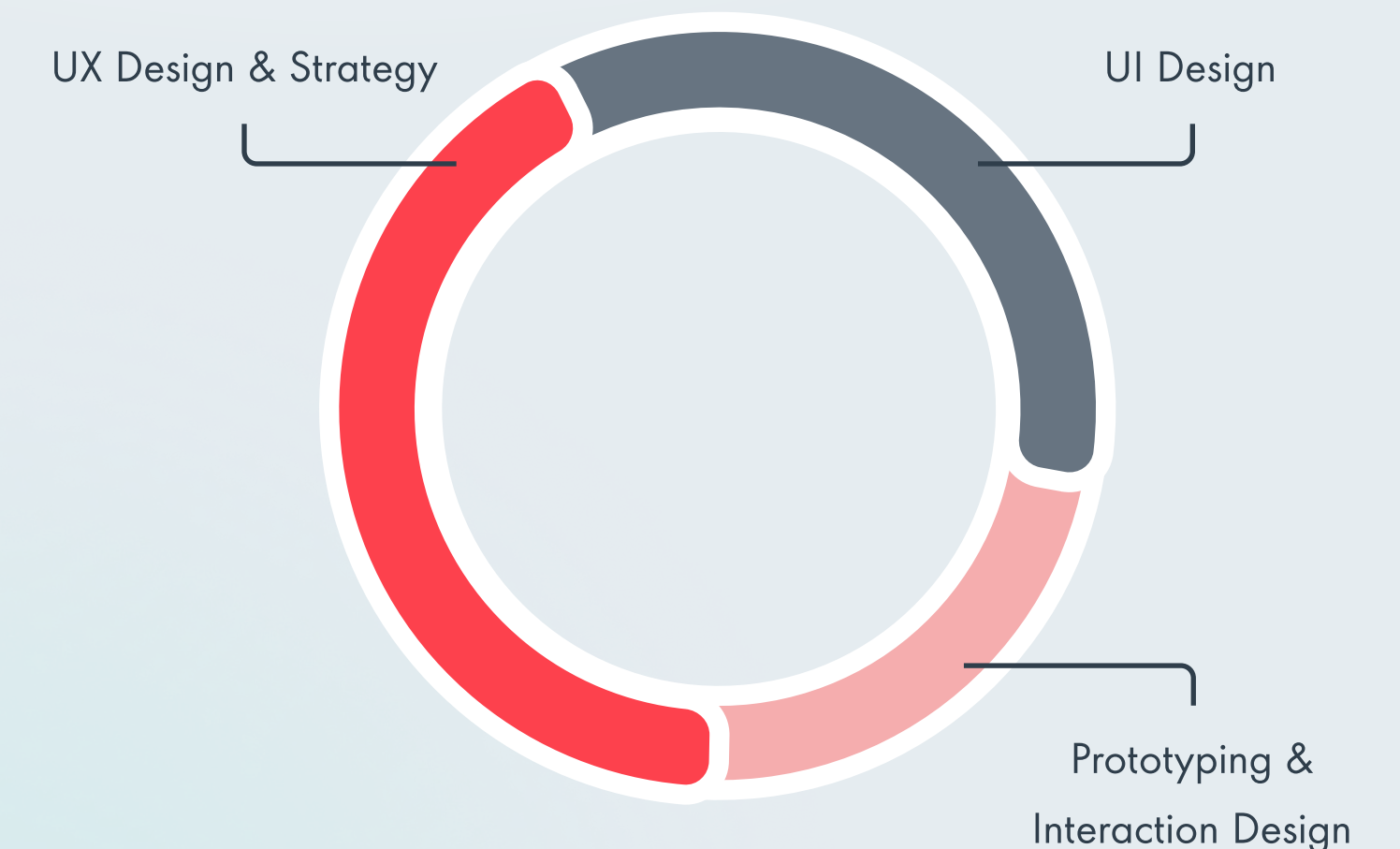


Led omni-channel UX/UI initiatives for Verizon over two years, flexibly working across Verizon's value brands, while driving AI-powered innovation and reimagining core customer experiences.

Tools



Primary skills



Secondary skills

- Designing AI Solutions
- End to End Production
- Design Systems
- Motion Design



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Verizon

#Digital Obsessed + AI Chatbot

Telecommunications UX/UI Designer

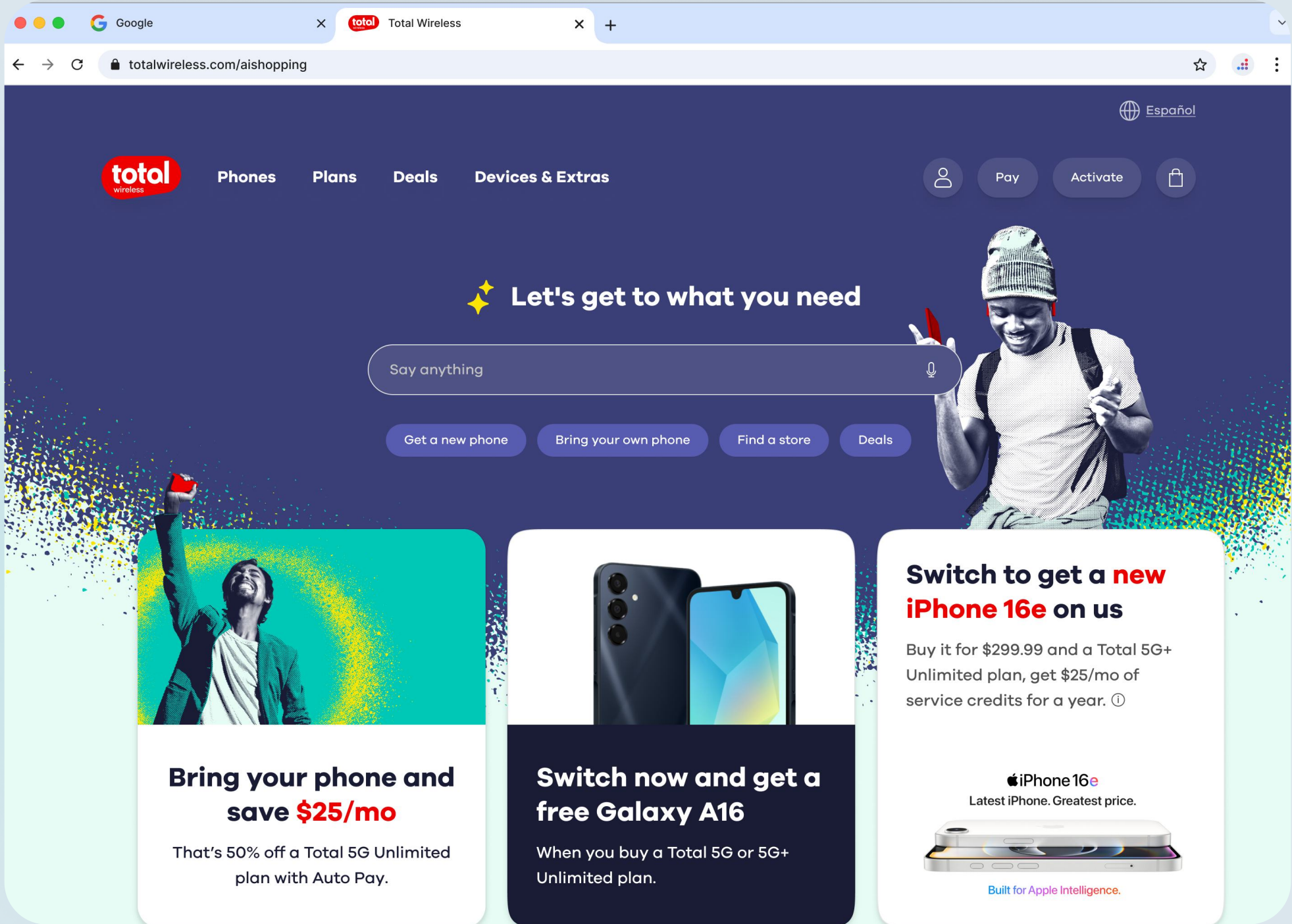
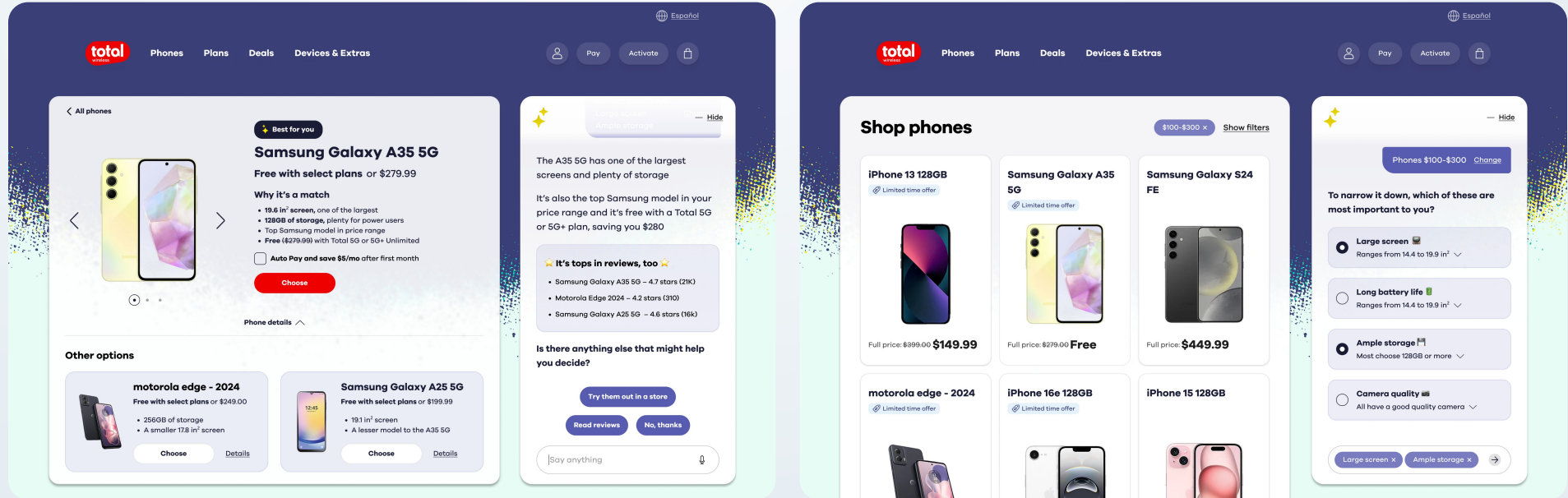
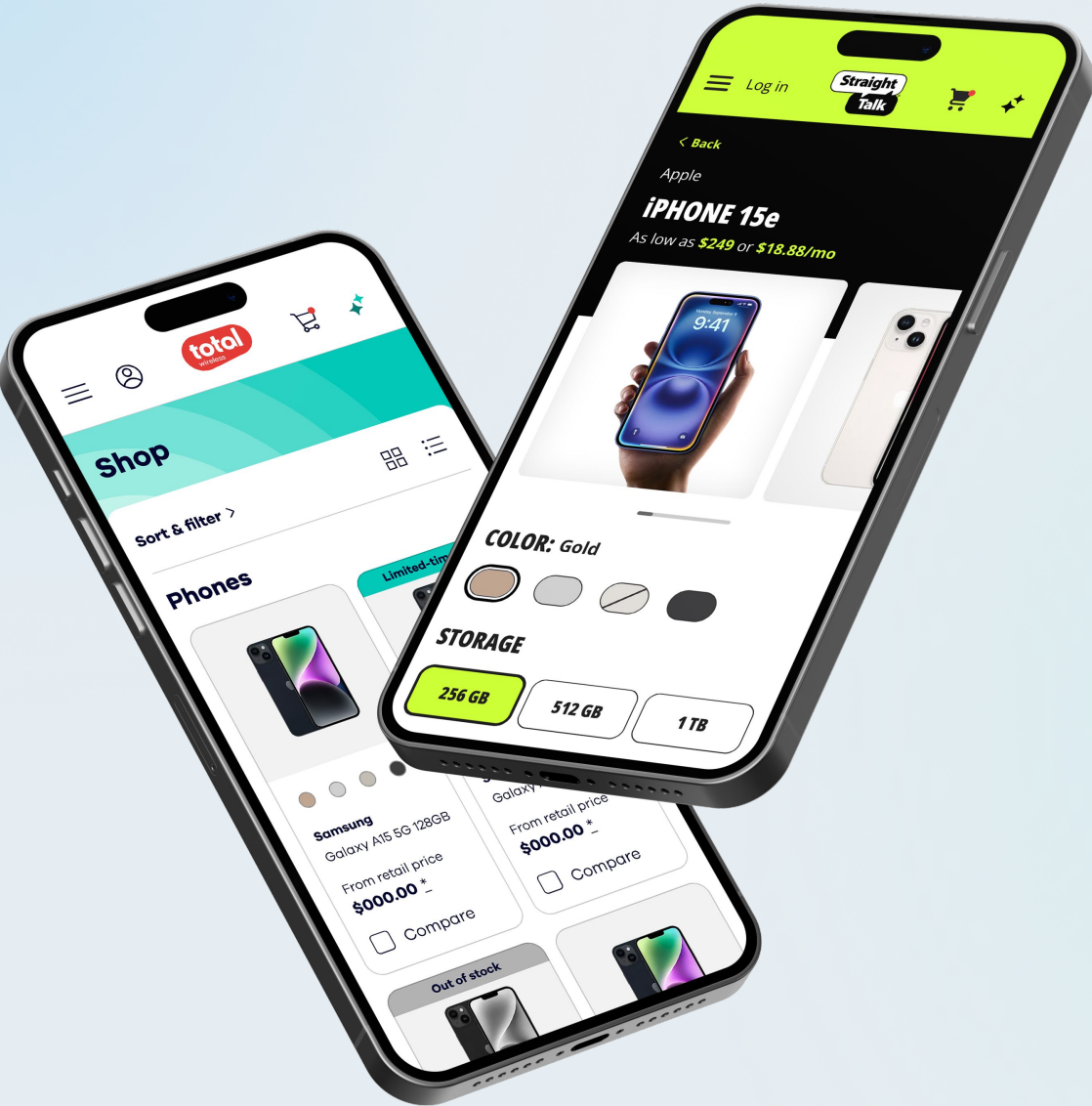
This work began as a high-priority pitch where I helped design a conversational, AI-driven mobile checkout experience for Total Wireless, created over a single weekend to simplify purchasing through a chat-based interface. After gaining traction with Verizon leadership and being seen by the CEO, the concept was fast-tracked into production and delivered to the live site in 8 weeks. I then joined the broader engagement to support the white-label design system, helping scale these improved experiences across Verizon’s prepaid brands and unify journeys across desktop and mobile.

Responsibilities:

- Developed the AI-driven shop experience, including user flows, wireframes, and a working prototype
- Translated the pitch into a buildable MVP, refining designs and documenting key behaviors and edge cases
- Collaborated cross-functionally to ensure successful delivery
- Mapped end-to-end BYOD user flows and designed login/account creation experiences
- Adapted designs for Straight Talk requirements and synthesized client feedback into improvements

Key results

- 8 weeks to successfully ship the AI chat prototype into Totals’s live site
- +75 % Increase in add-to-cart rate, a 23% lift in order conversion, and a 13.21% growth in total orders





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Verizon

Value Brands Mobile App Redesign

Telecommunications

UX/UI Designer

Led UX/UI design across Verizon Value brands, including Straight Talk, Total Wireless, and Walmart Family Mobile, evolving their mobile app experiences over a year-long engagement. Focused on improving activation flows, enhancing usability, and incorporating AI-driven and personalized experiences through close collaboration with cross-functional teams and client stakeholders.

Responsibilities:

- Took ownership of key areas of the mobile experience, particularly redesigning and optimizing the activation flow
- Iterated on features using a combination of existing design system components and newly created patterns
- Built and maintained a comprehensive end-to-end prototype to communicate product vision and support stakeholder alignment
- Presented design work regularly to client partners, incorporating feedback and aligning on evolving priorities
- Led detailed QA of the live app experience
- Participated in an in-person workshop to identify future opportunities for personalization, optimization, and AI integration

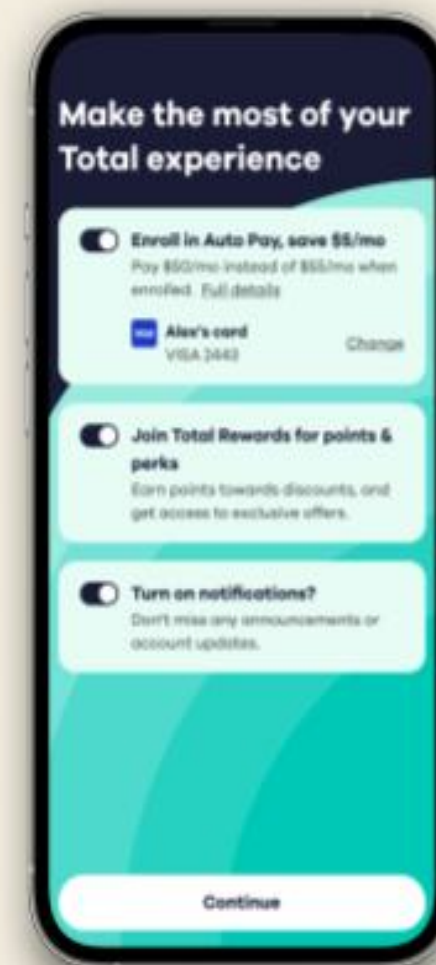
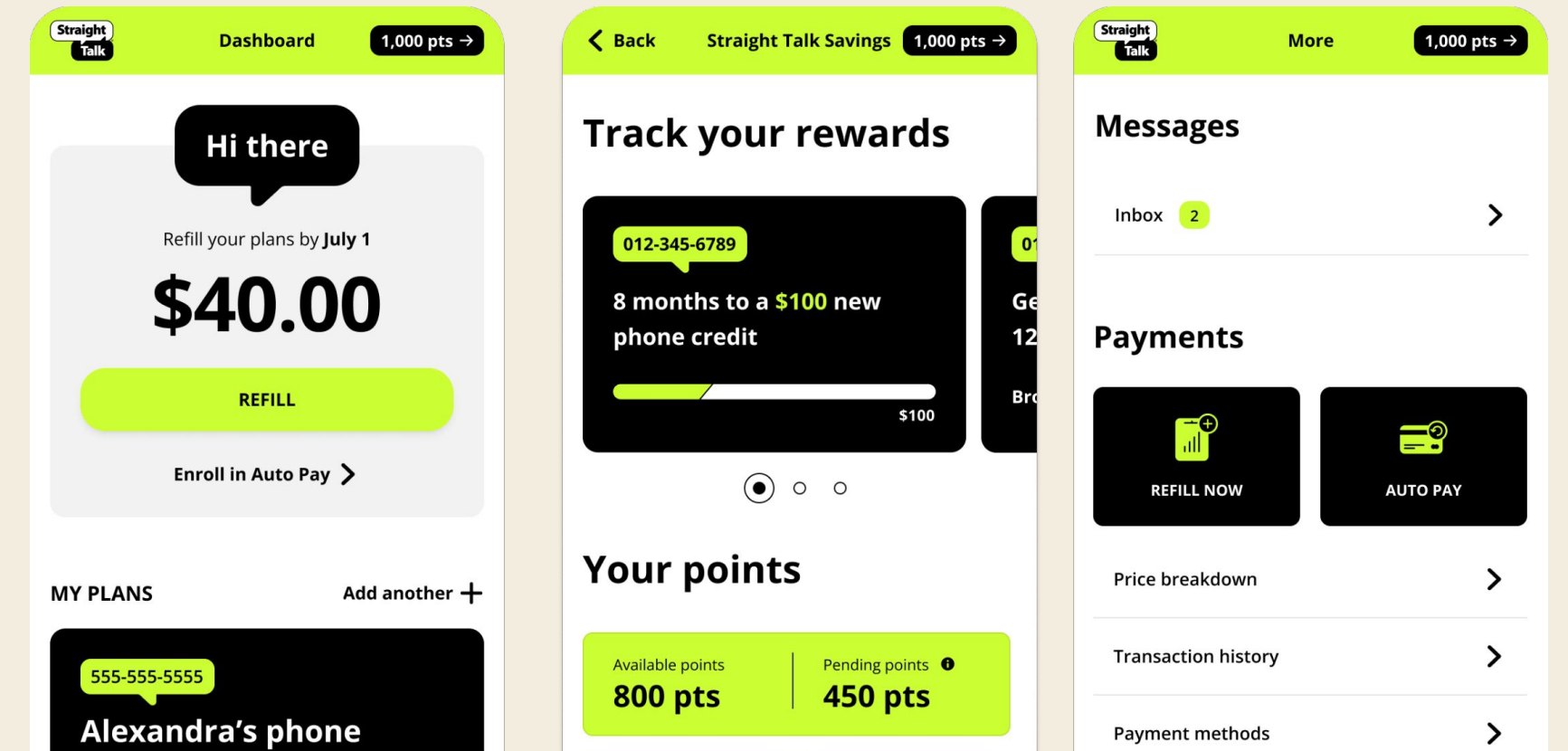
Key results

+48 %

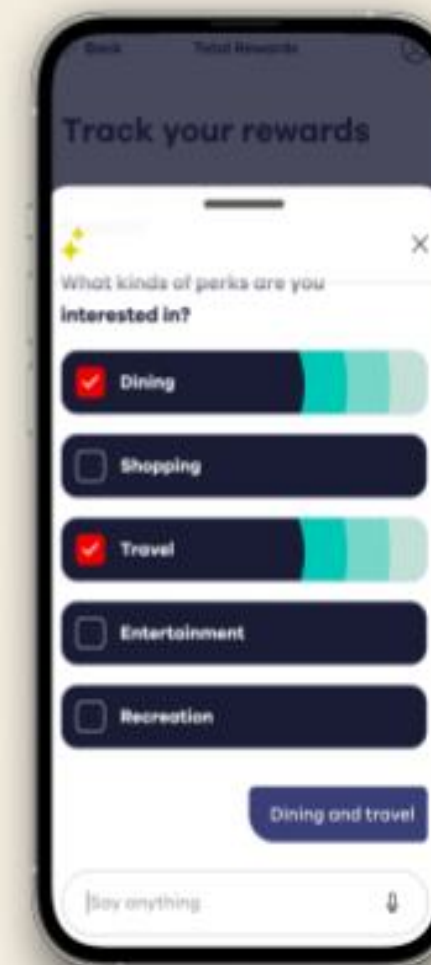
NPS rose to 32.3 (+333 bps) and app engagement climbed to 48% (+1,422 bps)

+83k

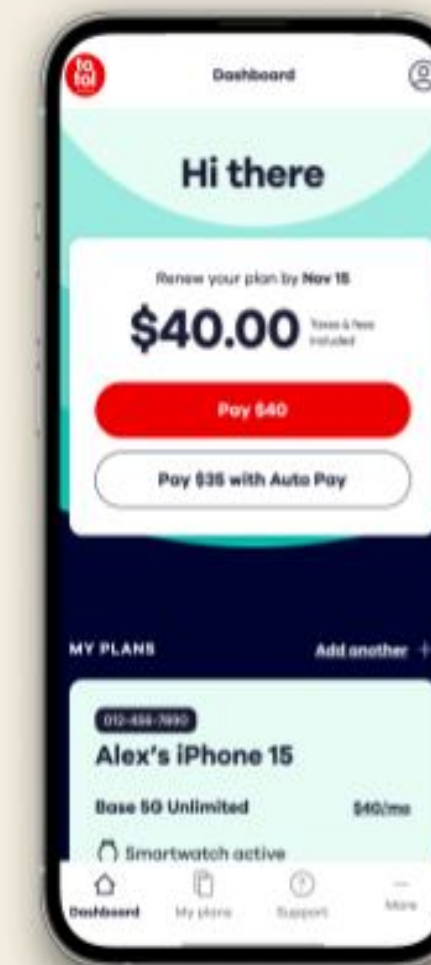
Monthly active users grew by 83K to 369,839 from Q1 to Q4 in 2025



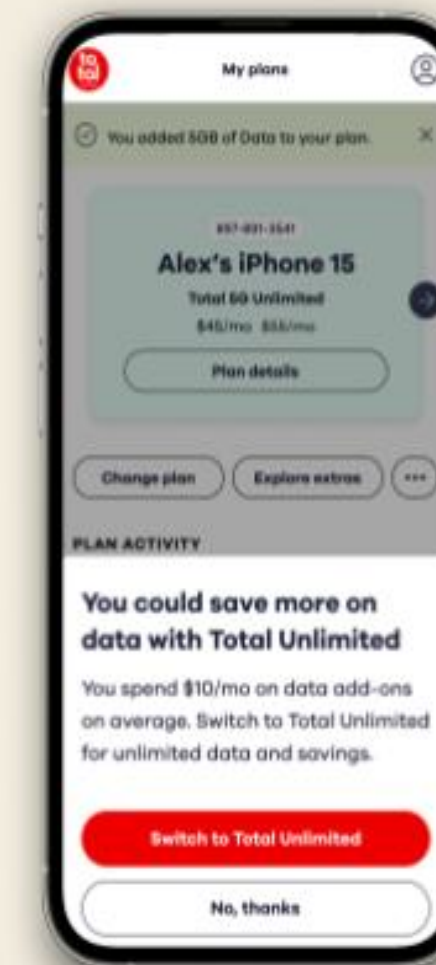
Transparent with key steps and their value



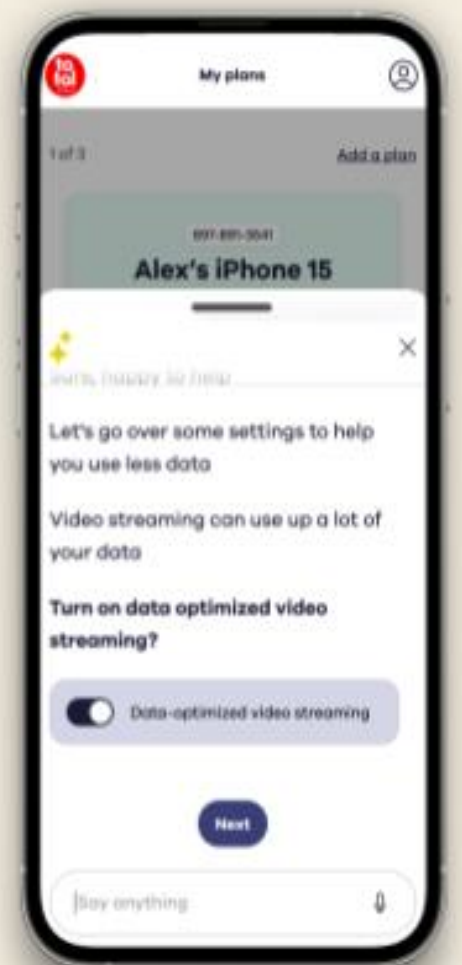
In-line agentic assistance where people need it



Auto Pay prompts at every step of payment flow



Friendly, focused, and proactive



Light and reassuring, eliminating friction



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Teaching Strategies

Teacher Curriculum Portal + Platform

Education UX/UI Designer

Designed tablet, mobile, and desktop experiences for a reimagined teacher portal for Teaching Strategies, collaborating with a team of designers to modernize the platform. Took on increased ownership by leading key areas of the experience, including messaging and navigation, while regularly presenting work in client reviews and ensuring high-quality delivery through close partnership with development.

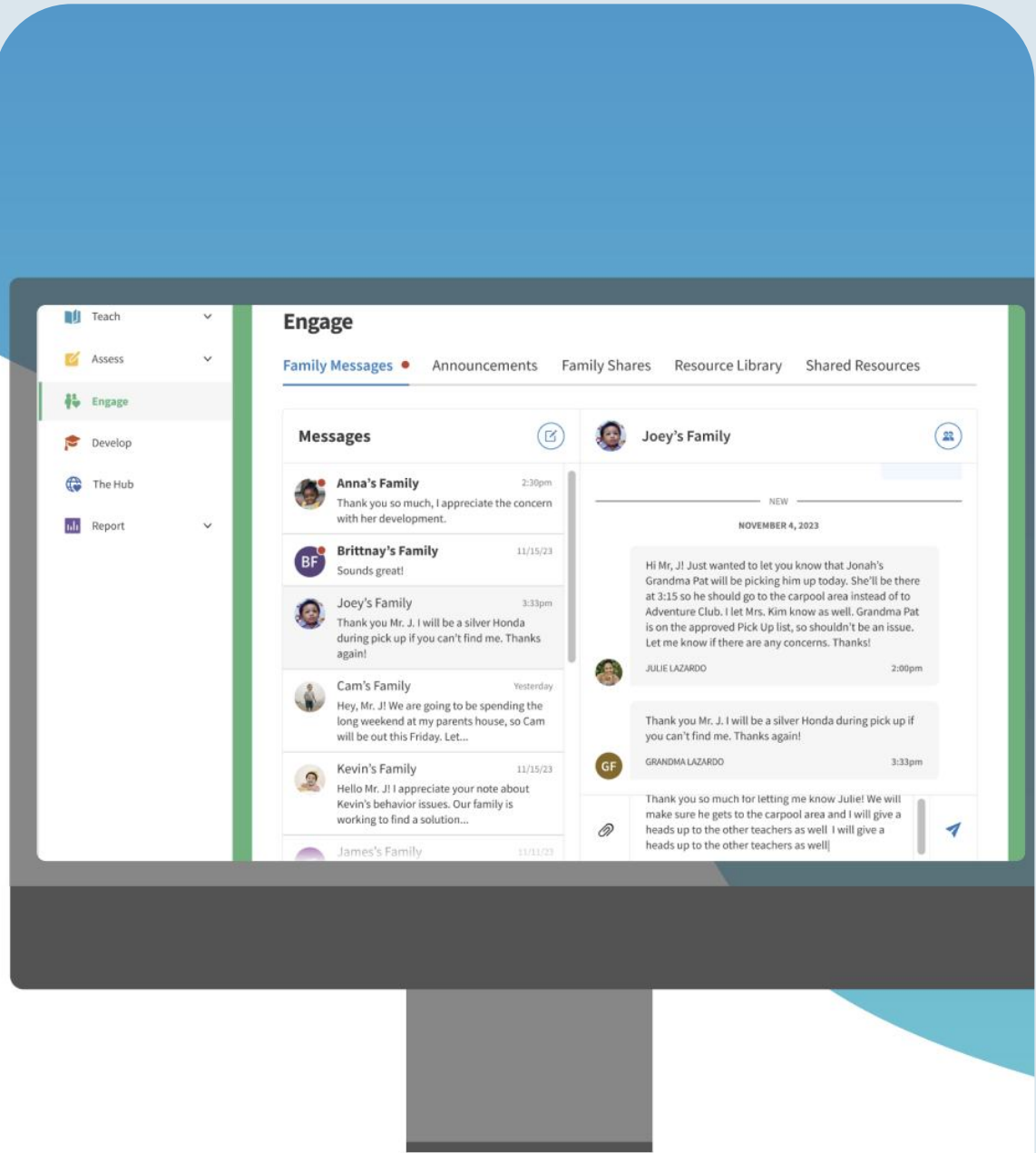
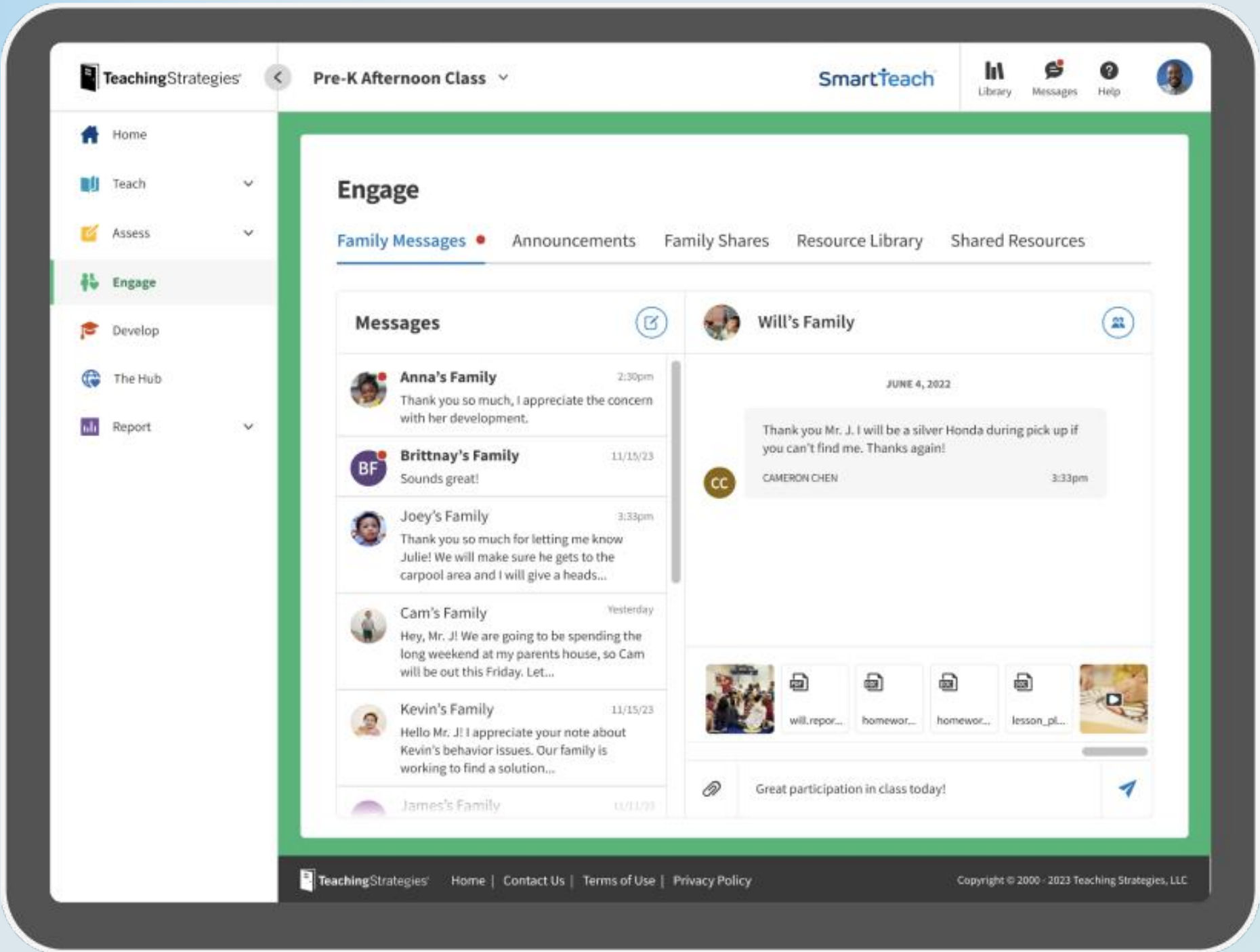
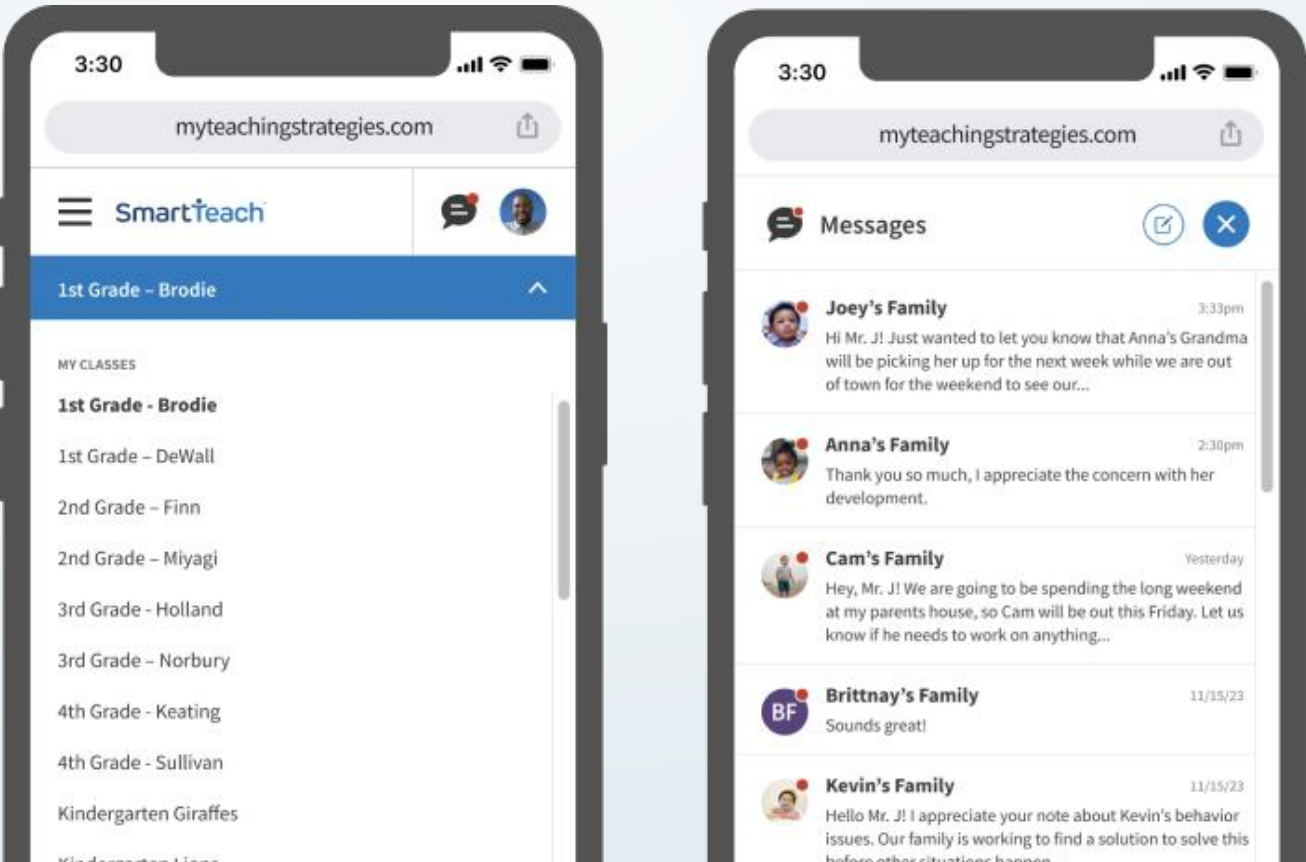
Responsibilities:

- Led design for the messaging center and core platform UI, including navigation, flyouts, and switchers
- Presented designs in client reviews, incorporating internal and external feedback
- Collaborated closely with developers to support implementation and ensure design accuracy
- Contributed to Agile workflows, including ticket creation and cross-functional coordination

Key results



The redesigned platform successfully went live and teachers responded with immediate enthusiasm. One school admin shared, “it is so smooth to navigate, so colorful and inviting. It is a perfect upgrade and customers are going to love it.”





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Discover

Soft Pull Experience

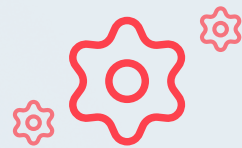
Banking UX/UI Designer

Contributed to reimagining the end-to-end Soft Pull application experience for Discover, designing an omni-channel flow that made the credit card application process more transparent, intuitive, and low-risk for users. After joining mid-engagement, I quickly expanded from prototyping into a co-experience and visual design role, helping deliver eight comprehensive mobile and desktop flows spanning acquisition, application, and cross-sell opportunities.

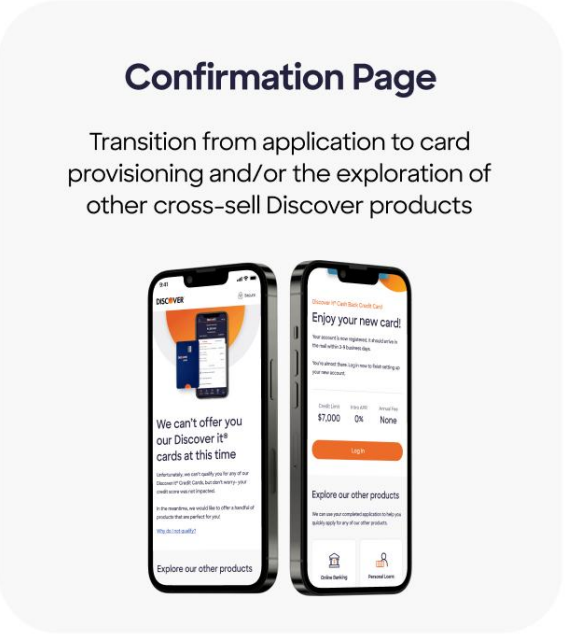
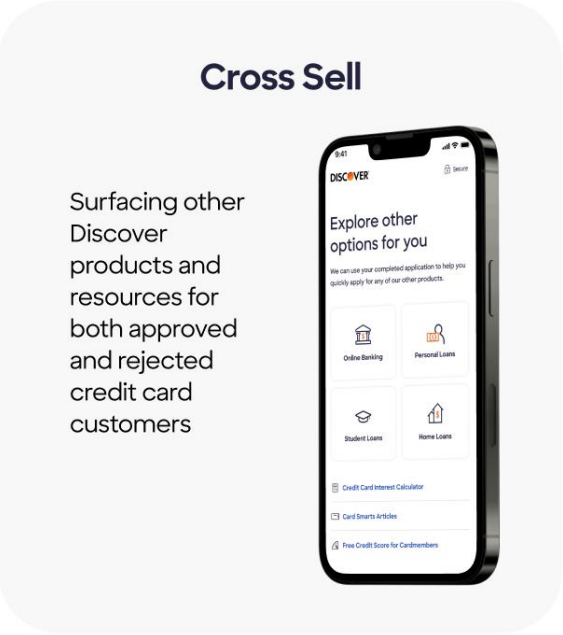
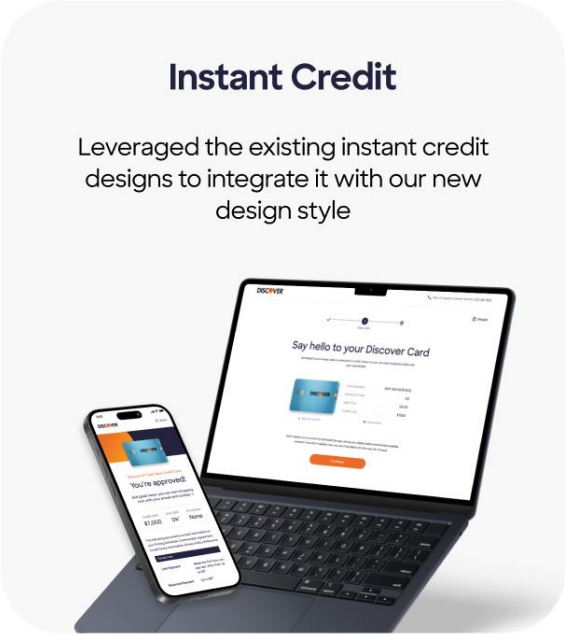
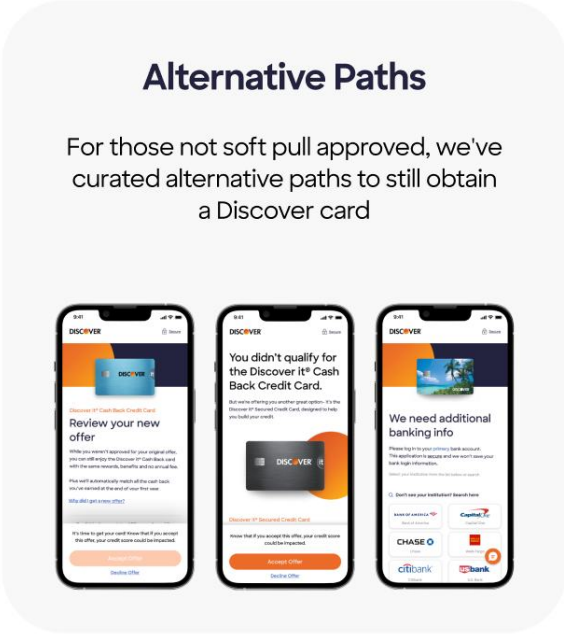
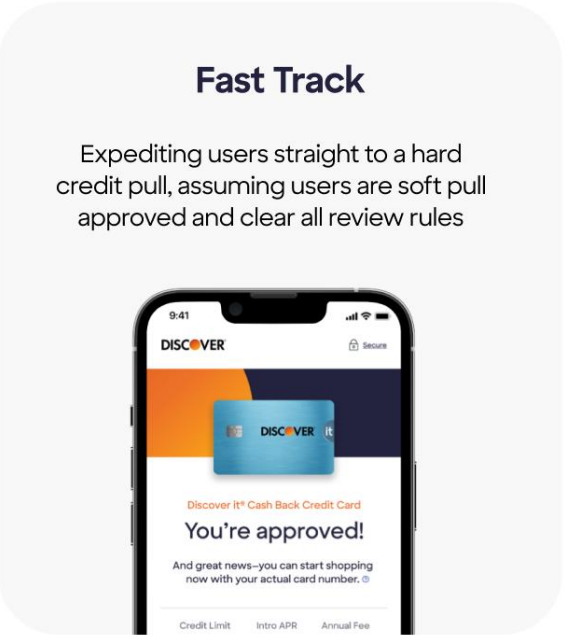
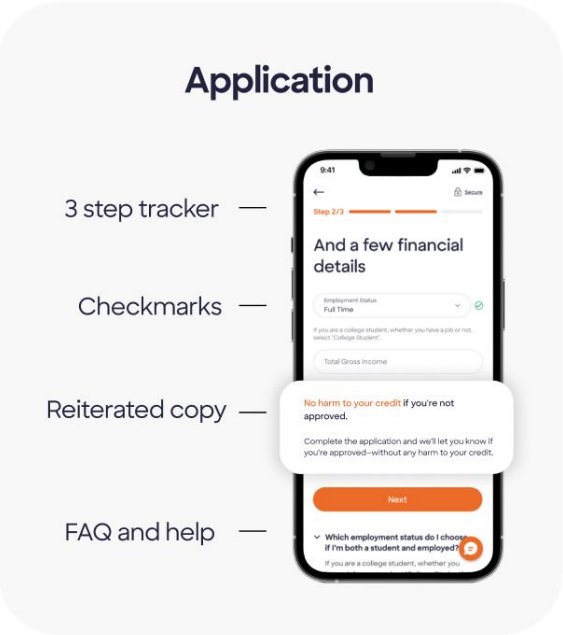
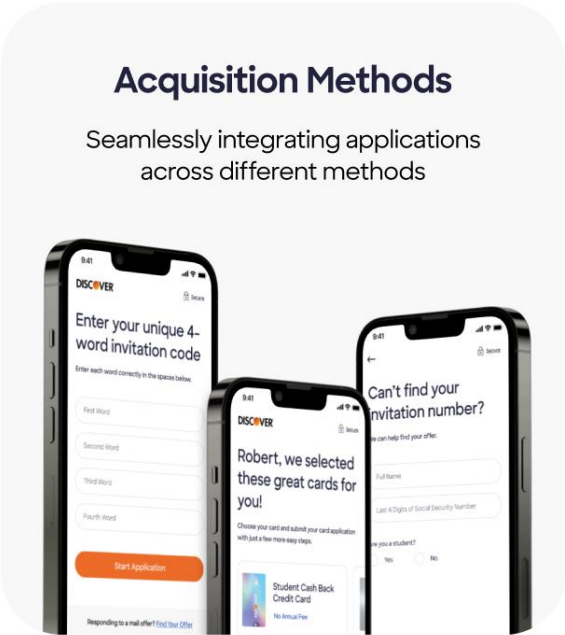
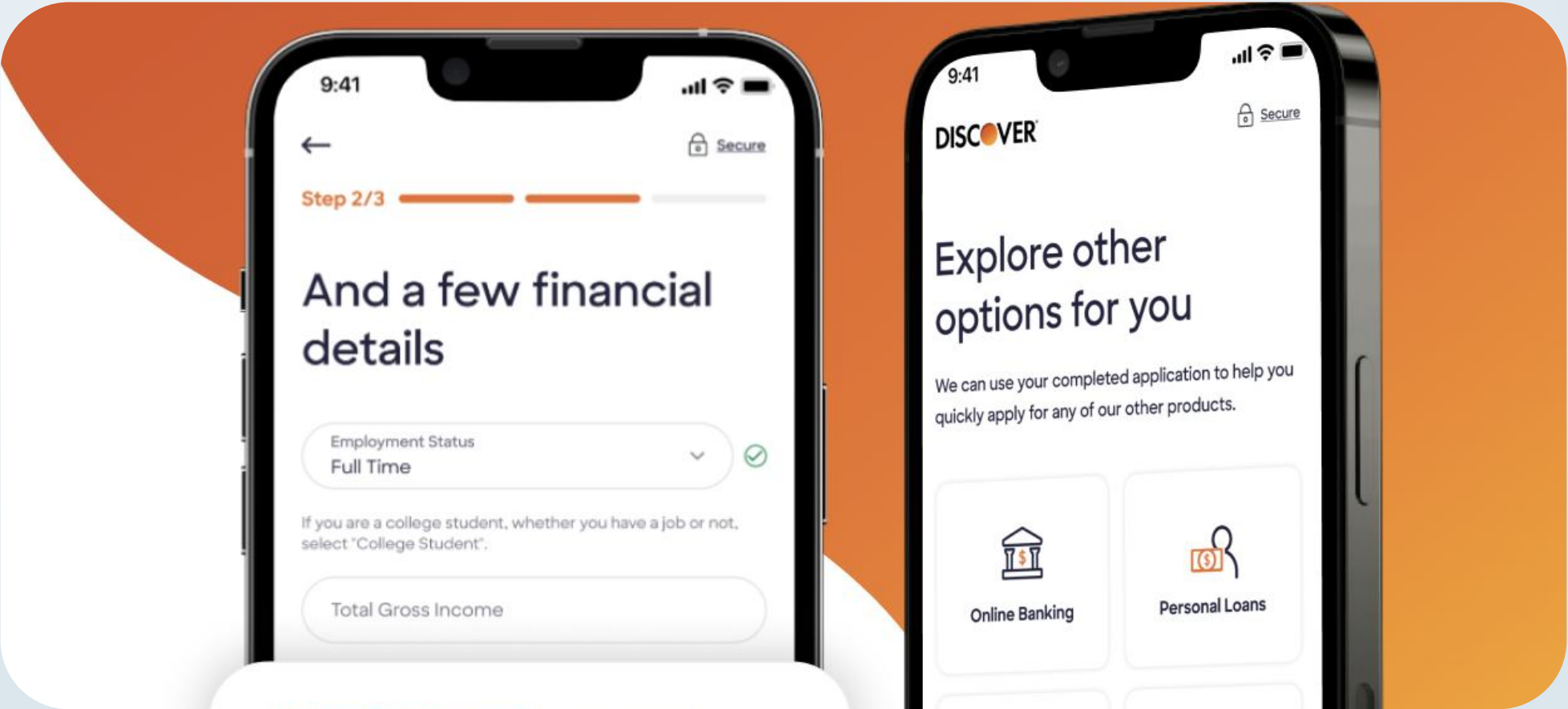
Responsibilities:

- Co-designed mobile and desktop application flows aligned to UX best practices and Discover design system
- Built high-fidelity prototypes to support user testing and iteration
- Partnered with stakeholders to balance user needs, business goals, and compliance requirements
- Contributed to end-to-end flow design, including acquisition, application, and cross-sell experiences

Key results



Successfully delivered 8 mobile and desktop flows of the entire acquisition and application process, given to Discover software team to developep





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Vectura Fertin Pharma

Sleep Companion App

🏥 Health services

UX/UI Designer

Designed a digital sleep companion app for Vectura Fertin Pharma, a wellness company exploring scalable supplement experiences. Over three two-week sprints, our team developed and tested a prototype focused on improving sleep quality through education, rewards, and personalized engagement.

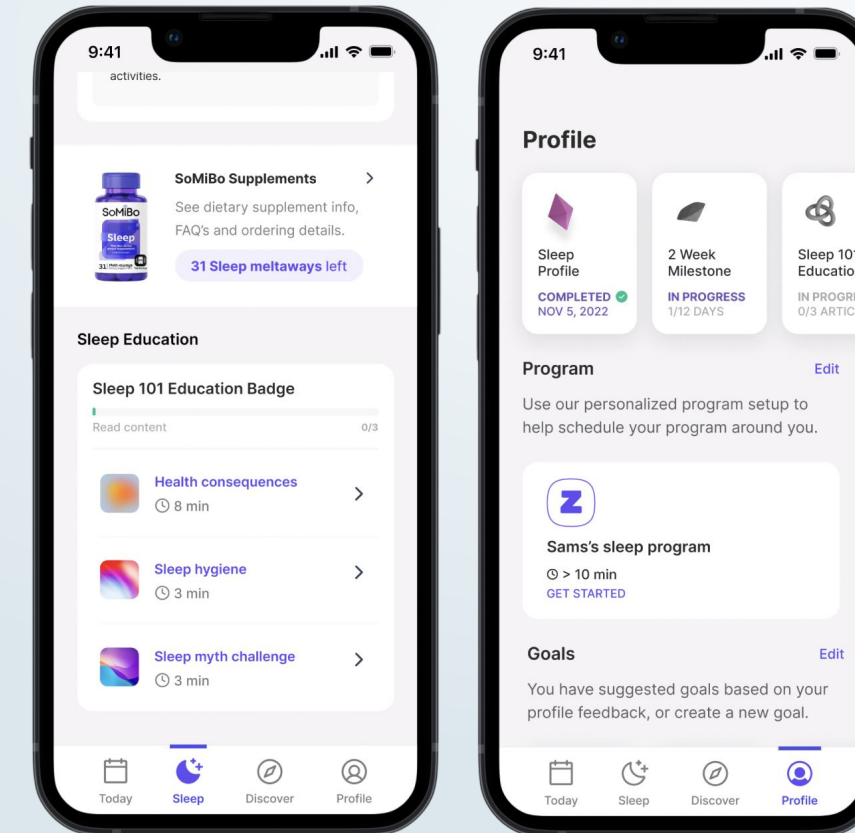
Responsibilities:

- Contributed across the full design process, including competitive analysis, user flows, user interviews, wireframing, and prototyping
- Designed key flows such as onboarding, questionnaire, badge framework, and interactive check-ins
- Owned the questionnaire experience, ensuring consistency and alignment across teams
- Collaborated with cross-functional partners to iterate on a cohesive end-to-end product experience

Key results



The team responded positively to the concept, liking the overall experience and design direction. The work was carried forward to be presented to key investors by Vectura Fertin Pharma leadership as part of future product development discussions.



Daily Check-in

We've got you all setup for your first night bedtime prep.

🕒 10 min

How are you feeling this morning?

