

ABOUT

Liza is a tireless user advocate with an entrepreneurial spirit who thrives on collaboration. While pursuing her Master's Degree in Cognitive Science at the University of Trento, Italy, Liza built unique interpersonal and cultural-navigation skills which allow her insights into customers' behaviors and needs. Liza's inherent curiosity and solid foundation in User Experience Research and Design enable her to effectively design services and products that people love to use.

EXPERIENCE

- **Design Researcher** (Contract)
Microsoft, San Francisco, CA (Sep. 2014-present)
 - Streamline quantitative data collection and analysis methods
 - Develop and localize interaction sequences in 14 countries
 - Derive and synthesize findings from ethnographic research
 - Design a system for maximizing personalization
- **UX Researcher and Designer** (Contract)
Trizic.com, San Francisco, CA (Jun.-Sep. 2014)
 - Create and facilitate qualitative design research
 - Develop wireframes and interaction specifications
 - Establish a comprehensive information architecture
- **User Experience Research Assistant**
SmartCampus Lab, UNITN (2012-2013)
 - Conduct an ethnographic field study and participatory design
 - Analyze qualitative data and derive design suggestions
 - Facilitate ideation, brainstorming and design studios
- **Country Research Specialist II**
RiminiStreet.com, Pleasanton, CA (2009-2012)
 - Research tax legislation in eleven European countries
 - Communicate findings to system developers
- **Head Coach, Captain, and Player**
Ultimate Frisbee - UC Berkeley & Italy (2004-pres.)
 - Coach a 37-person, co-ed team in Trento, Italy
 - Compete in USA Women's College Nationals

EDUCATION

M.Sc. Cognitive Science

Università degli Studi di Trento, Italy (2011-2013)

Focus: Language and Multi-modal Interaction

Thesis: Participatory Design of a Mobile App with and for Children: A Case Study in the Tourism Sector

Final Score: 110/110

B.A. Cognitive Science

University of California, Berkeley (2004-2009)

U.C. Education Abroad Program

Università degli Studi di Padova, Italy (2008-2009)

KNOWLEDGE

Skills

Service Design, Experiment Design, Strategy, Concept Validation, Bilingual User Studies, Ethnography, Surveys, Qualitative Analysis, Personas, Design with Children, Participatory Design, Mental Models, Prototyping, Scenarios, Usability Testing, Wireframing, Mock-ups, Lean UX, Competitor Analysis, Heuristic Evaluation

Tools

NVIVO, Axure, Balsamiq, OmniGraffle, Illustrator, InDesign, Photoshop, Keynote, MS Office, iWork

Languages

English, Italian, Russian