

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

● **UX Research and Design Consultant**
Trizic.com, San Francisco, CA (June 2014-present)

- Create and facilitate qualitative and quantitative research
- Develop wireframes and interaction specifications
- Establish a comprehensive information architecture
- Ensure a user-centered web and mobile experience

● **User Experience Research Assistant**
SmartCampus Lab, UNITN (2012-2013)

- Facilitate concepting, brainstorming and design studios
- Conduct an ethnographic field study and participatory design
- Derive design suggestions and gamification requirements

● **User Research Intern**
SmartCampus Lab, UNITN (2012-2013)

- Conduct semi-structured interviews on mobile privacy
- Qualitatively analyze data on privacy and risk awareness
- Run focus groups and mock-up concept designs

● **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

Bilingual User Studies, User Research, Ethnography, Personas, Design with Children, Participatory Design, Prototyping, Scenarios, Concept Validation, Usability Testing, User Interviews, Storyboards, Wireframing, Mock-ups, Lean UX, Competitor Analysis, Mental Models, Qualitative Analysis, Surveys, Heuristic Evaluations, Research & Experiment Design

Tools

NVIVO, Axure, Balsamiq, OmniGraffle, Illustrator, InDesign, Photoshop, Keynote, iWork Suite

Languages

English, Italian, Russian