



LIZ BROWN

Salt Lake City, UT

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education

Oklahoma State University
2008-2013

B.F.A. with an option in
graphic design

certification

Service Experience Intensive
Dallas, TX
September 2016

Adaptive Path

User Experience Intensive
San Francisco, CA
August 2016

Adaptive Path

community

Salt Lake Service Jam
Salt Lake City, UT
March 2019

Founder

Volunteered to bring the
Global Service Jam to Salt Lake
by organizing and facilitating a
3-day hackathon/workshop.

Product Hive
Lehi, UT
September 2018

Speaker

Presented the talk "Introduction
to Service Design" at a Product
Hive event [view here](#)

Barn Raise
Dallas, TX
April 2017

Team Lead, Volunteer

A weekend-long design sprint
where design teams partner with
non-profits [view here](#)

employment

ANCESTRY | Salt Lake City, UT

2018-PRESENT

Senior Manager UX - Team Lead, Genealogy (10/18-present)

- Worked closely with product and engineering leads to establish and circulate OKRs as well as the vision and strategy for the Genealogy product line, based on current data sets and gaps in the product experience
- Currently leading team of 11 designers overseeing day-to-day oversight of design work, coaching teams on best practice for research and design process, working to create more cohesive designs across feature teams
- Worked with product and engineering leads to create an "innovation pipeline" and conducted a 2-day, 40 person session to teach teams how to go from big picture vision, to quick validation of concepts, then into daily, roadmap execution

Senior Experience Designer - Hints (3/18-10/18)

- Conducted user research and paper prototyping to quickly validate conceptual direction of a new feature
- Was responsible for all UX deliverables including flow diagrams, and UI explorations. In addition, worked with the development team to discover potential solutions and implement final designs.

CAPITAL ONE | Dallas, TX

2016-2018

Principal UX Designer - Team Strategist, Auto Navigator (6/17-3/18)

- Used the double diamond framework to lead and educate cross-functional teams on what it means to be customer centric throughout the product development cycle – starting with research through delivery
- Worked closely with product managers to conduct user research, including rapid, iterative, low-fidelity prototyping with customers as well as ethnographic research in dealerships
- Worked with development teams to create a platform solution for a new product vision - ensuring a cohesive, end-to-end customer experience

UX/UI Designer - Auto Refinancing (2/16-6/17)

- Helped business and product partners overcome organizational silos by using service design to show how their work impacts customers and stakeholders in other parts of the business
- Worked with the broader design team to find ways to measure design outcomes and report them in a way that would show the enterprise the impact design can have on business objectives
- Was responsible for all UX deliverables including flow diagrams, wireframes, and UI explorations. In addition, worked with the development team to discover potential solutions and implement final designs

SQUIRES & COMPANY | Dallas, TX

2012, 2014-2016

Senior Designer (11/15-2/16), Designer (11/14-11/15), Intern (5-9/12)

- Worked with the design team and our clients to understand the business problems they were facing and how our design services could help them meet their objectives
- Designed many concepts and deliverables – focusing largely on end to end website redesigns and annual reports for clients in various industries including: medical, oil and gas, technology and apparel
- Was responsible for seeing concepts through from start to finish. Specifically, preparing multi-page websites for development and ensuring that all print documents were prepared for the printer and printed to specification

THE MARKETING ARM | Dallas, TX

2013-2014

Art Director (10/13-11/14)

- Exercised big idea thinking and concepting for nation-wide, multi-channel, shopper marketing promotions and marketing for both seasonal and annual programs
- Designed multi-channel deliverables including: websites, banner ads, in-store displays, and advertisements, and coordinated with printing companies to ensure the deliverables were ready for production

MEPLUSYOU | Dallas, TX

2013

Designer - contract (8/13-10/13), Intern (5/13-8/13)

- Worked on end to end web and native experiences for several national companies in the pharmaceutical, financial and sports industries