

# Hi, I'm Liz

Product Designer & Illustrator

## Here's some of my experience...

**2016 - Present**

**Product Designer**  
Instant Financial

As the only end to end product designer, I was responsible for both the mobile app and enterprise web product that scaled from 470 users to over 100k. Two of the most notable projects I worked on were launching an app feature that grew the app's star rating from 1.8 to 4.4 stars in 2 weeks and a bank transfer feature that's moved over a total of \$13 million in funds and generated \$300 thousand in revenue for the company in the last year.

**2015 - 2016**

**Marketing + Growth Intern**  
Finn AI

My primary role was to create and manage several marketing design projects as well as managing a 30 person remote team of brand ambassadors.

**2019 - Present**

**Product Designer**  
Culture Trip

Using a data driven approach I've been working to optimise our article templates that reach 15-20 million unique visitors a month. I've designed and launched a user feedback feature and redesigned the article creation process which helped our hundreds of writers around the globe increase their efficiency during content production by decreasing the amount of time it takes to build an article from 30 minutes to 5 minutes.

**2016 - 2017**

**Brand & UI Designer**  
Instant Financial

My primary role was to create and guide the creative direction of the brand while designing and managing multiple creative projects for the sales and marketing team. I also supported the product team by designing both user interfaces to ensure the brand personality was carried into the look and feel of the product.

# Along the way I've gained a few skills...

End-to-end product design

User research

Wireframing

Prototyping

Creative direction

Illustration

Graphic design



# ...and accomplished some things.

2018

Main organizer for Ladies that UX Van

2017

Ran my first half marathon

2010 - 2015

Graduated from SFU with a Bachelor of Arts in Psychology and made the Deans list.



# What's next? I'd love to chat about it.

+44 07931 442132

[elizabethreidrostad@gmail.com](mailto:elizabethreidrostad@gmail.com)

[elizabethrostad.com](http://elizabethrostad.com)