Elizabeth Lodvikov

UI/UX Designer

liza@lodvikov.com | design.lodvikov.com | linkedin.com/in/elizabeth-lodvikov/ | 347-449-0981

Profile

Design-driven UI/UX and product designer owning end-to-end design across web platforms, dashboards, ecommerce, and physical products. Skilled at turning research and data into intuitive interfaces through iterative design, usability testing, and cross-functional collaboration. Comfortable simplifying complex data into actionable workflows, prototyping in Figma, and building in HTML, CSS, and JavaScript. Passionate about accessible, visually refined solutions that build trust and keep brand cohesive across touchpoints.

Experience

Product Designer

Optipak Inc, B2B Optical Accessories | July 2026 - Present

- Design new interactive features for the Optipak website in Figma, partnering with developers on implementation to improve how customers explore and engage with products.
- Design AI-powered features for the customer experience, from concept and UX flows through to prototypes and development handoff.
- Design customer web portals, defining key user flows and interface patterns for ordering and account management.
- Gather and synthesize customer feedback to prioritize design improvements, iterating quickly in a fast-paced environment without sacrificing quality.

UI/UX Designer

LodDepot, B2B SaaS Platform | Dec 2024 - June 2026

- Led the end-to-end redesign of an internal operations dashboard and LodDepot's web experience, owning the full design cycle from concept to shipped UI. Turned complex multi-variable interfaces for inventory management, sales analytics, and data visualization into clear, actionable workflows.
- Built high-fidelity Figma prototypes with close attention to typography, spacing, and visual hierarchy, exploring multiple directions through wireframes, competitor analysis, and iterative mockups.
- Implemented designs in HTML, CSS, JavaScript, and Alpine.js, using AI tools to speed up prototyping and front-end development.

Product Designer, Lead Student Researcher

CUNY Brooklyn College | Jan 2024 - Dec 2025

- Designed *Incluso!*, a card game teaching tech accessibility concepts, leading it from concept to completion through rapid iteration and visual system development in Adobe Creative Suite.
- Conducted user research with K-12 students across multiple iteration cycles to inform and refine design decisions.
- Owned end-to-end UI and visual design, applying strong typography, layout, and brand consistency across digital and physical materials.

Education

Macaulay Honors College at Brooklyn College

Bachelors of Science | Aug 2021 - May 2025

Major: Multimedia Computing

Minor: Computer Science

Accolades

Co-authored 3 published research papers on accessible design:

- "Opening Digital Doors: Early Lessons in Software Accessibility for K-8 Students"
- "Inclusive Futures: A Family Workshop on Accessible Design".
- "Incluso!: Introducing Universal Design Through Play"

Presenter - Brooklyn College Scientific Research Day | 2025

Presenter - Tow Student Research Conference | 2024

Award - Tow Research and Mentoring Program Recipient | 2024

Certifications

Meta

- Meta Front-end Developer
- Principles of UX/UI Design

Uxcel

- AI Fundamentals for UX
- Enhancing UX Workflow with AI
- Introduction to Design Systems

Skills

Design

User Experience · Interaction Design · User Interface · Physical and Digital Prototyping · Visual Design · Wireframing · Low-High Fidelity Mockups · WCAG Accessibility Standards

Research

User Interviews · User Testing · Persona Creation · Journey Mapping · Quantitative Analysis · Presentation · Focus Groups

Software

Figma · Illustrator · Photoshop · Sketch · InDesign · AfterEffects · Animate · Procreate · React · HTML · CSS · JavaScript · Java · Unity · C# · Processing · SQL · Alpine.js · Tailwind · Jest

Visual Design

Web Design · Stylesheets and Guidelines · Branding · Typography · Static and Animated Iconography · Game Design · Poster Design · Animation · Visual Hierarchy

Other Skills

Rapid Iteration · Cross-functional Collaboration and Communication · Human-centered Approach · Experience User Testing with Children · Public Speaking · Russian Fluency

Extracurriculars

- Volunteer at Norwegian Christian Home and Health Center
- International Coastal Sailing Skipper's License
- Digital art and animation