

Elizabeth Evercruz



Product Designer

5 years of end-to-end interaction design across mobile and web.
Psychology shapes how I design and lead.

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Design Experience

Freelance Product Designer

Independent June 2026 - Present

End-to-end website design for independent clients.

Lead Product Designer

ePlannerPro July 2022 - May 2026

Sole designer on a B2B SaaS platform that enterprise event teams use to schedule meetings at technology trade shows and conferences.

- Rebuilt the legacy product end-to-end, from research through engineering handoff
- Built a cross-platform design system (150+ components) that scaled across web and mobile
- Outcomes: 5x enterprise client growth, 100,000+ meetings scheduled

Lead UI/UX Designer

SwoonMe October 2021 - August 2022

Lead designer at a voice-first dating app startup. Joined as the third person on the team; mentored a junior designer.

- Owned the entire design surface across iOS and Android, and built the design system
- Shipped biweekly iterations from prototype to production, informed by user feedback and engagement data
- Grew monthly active users from 100 to 7,000+

UX Researcher

Hack for LA August 2021 - October 2021

UI/UX Designer

CoStarting May 2021 - June 2021

Tools

- Figma
- Notion
- Jira
- Claude Code
- Procreate
- Monday
- Miro
- AI prototyping tools

Education

B.A. Psychology

Bloomsburg University 2010 - 2014

B.A. Language and Cultures: Spanish

Bloomsburg University 2010 - 2014

UX/UI Design Certificate

Springboard 2020 - 2021

700+ hours of mentor-led coursework and four portfolio projects.

Customer Experience

Guest Services Supervisor

Pacific Science Center Jan 2020 - June 2020

Guest services at an interactive science museum.

Guest Experience Supervisor

1440 Multiversity April 2017 - October 2019

Immersive learning center for psychology and neuroscience workshops. Spotting UX gaps in the internal tooling while improving the guest experience sparked the pivot into product design.

Earlier Customer-Facing Roles

2008 - 2017

Administrative, behavioral therapy, hospitality, and retreat centers. Customer-facing work informs how I approach design.

Skills

- User research
- Design systems
- Agentic coding
- Cross-platform design
- Accessibility
- Workshop facilitation
- Prototyping and motion
- Stakeholder alignment