

# Liza Lyach

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## Professional summary:

**Senior Product Designer and Project Lead with 10+ years of cross-platform experience delivering impactful, scalable, and user-centric digital solutions.** Proven track record leading design initiatives in complex environments across web, mobile, and CTV platforms. Skilled in driving UX strategy, stakeholder alignment, and AI-enhanced user experiences. Strong focus on design leadership, data visualization, accessibility, and product strategy.

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## Experience:

**Nexthink (Spain) • Senior Product Designer** Mar 2024 – Present

Leading design for the newly rebuilt Adopt product, from concept to release, integrated within Nexthink's AI-driven employee experience platform.

Established end-to-end design workflows and processes from scratch.

Enhanced data visualization in Application Experience to improve product insights across enterprise clients.

**Keywords: Product Strategy, AI Integration, Data Visualization, UX Process, Stakeholder Management**

**Accedo (Hungary, Spain) • Senior Product Designer** Aug 2020 – Mar 2024

Led UX/UI design for NBCUniversal's Hayu app across 20+ platforms (CTV, iOS, Android, Roku, Web) in 40+ countries.

Defined UX strategy, performed RITE-based research, collaborated with cross-functional teams. Mentored junior designers and elevated internal design culture.

Previously focused on Deutsche Telekom native TV apps, with responsibility for the iOS redesign.

**Keywords: UX Research, Multi-platform Design, Leadership, Cross-functional Collaboration**

**Republic (Hungary) • UX Strategist / Digital project manager** Mar 2019 – Aug 2020

Led digital project delivery from onboarding to final handoff.

Designed UX strategies and wireframes aligned with marketing goals.

Managed cross-functional creative and development teams.

**Keywords: UX Strategy, Project Management, Client Engagement, Marketing Alignment**

**Accenture • Frontend Developer / UI Developer** Jan 2018 – Mar 2019

Developed B2B UI components with a focus on design-to-code alignment.

**Keywords: Agile, Frontend Dev, React, Angular**

**Effektiv Art (Hungary) • Frontend developer, Web designer**

Oct 2015 – Jan 2018

Designed and developed websites using both custom code and CMS platforms.

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**Core skills:**

Product Design	Cross-Functional Collaboration	Interaction Design
Product Thinking	Stakeholder Management	Design Systems
Design Leadership	Design Ops	Information Architecture
UX Strategy	Feature Discovery & Roadmapping	Data Visualization
Mentoring & Team Leadership	Design QA & Delivery	UX Research & Testing
	Agile / Scrum / Lean UX	

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**Education:**

**Budapest Metropolitan University**

Bachelor of Design and Art Theory  
2015 – 2018

**Transcarpathian Art Academy**

Bachelor of Graphic Design  
2011 – 2015

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**Latest certifications:**

**Interaction Design Foundation • Accessibility: How to Design for All**

April 2022

**Interaction Design Foundation • User Research - Methods and Best practices**

May 2022

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**Languages:**

**Ukrainian**  
Native

**Hungarian**  
Native

**English**  
Full Professional

**Spanish**  
Elementary