

Elizabeth Hill

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Results-driven Staff Product Designer with a track record of designing for AI powered experiences, establishing enterprise-level design systems, and managing high-performing design teams. Expert in translating complex technical processes into intuitive, high-converting product experiences.

Professional Experience

MongoDB

Staff Product Designer

Aug 2025 - Present

- **AI Launch & Engagement:** Led cross-functional design to standardize and launch MongoDB's primary AI assistant across all GUIs, driving over **6 million unique conversations in the first 6 months**.
- **AI Integration Ecosystem:** Led research and strategy to optimize MongoDB Extensions and Plug-ins for AI development tools i.e. GitHub Copilot, Claude code, VSCode.
- **UX Copy Style Guide:** Wrote and published MongoDB's first UX standards for clearer, more consistent, and more accessible product copy.
- **Portfolio Roadmap Strategy:** Facilitated the creation of MongoDB's first unified product roadmap across all business units for C-suite alignment and enterprise customer review.
- **AI Accuracy Tracking:** Implemented a feedback tracking methodology that measured documentation improvements, directly enhancing the answer quality of Claude, Gemini, and ChatGPT.

Product Design Lead

Jul 2022 - Aug 2025

- **Team Leadership:** Mentored and directed a team of 4 product designers, guiding their professional development from associate level to mid and senior positions.
- **AI Optimization:** Co-led the re-architecture of documentation for AI optimization, and consolidated learning subsites into a single AI-friendly source of truth for written MongoDB technical content.
- **In-Context Learning:** Established seamless design patterns to embed onboarding and education directly within MongoDB's user flow. Published a framework for contextual, task-oriented learning experiences.
- **Platform Scaling:** Expanded MongoDB University platform for internal training and launched custom training hubs for top enterprise clients.
- **Information Architecture:** Redesigned technical documentation structure across 50k+ pages to streamline navigation and match user mental models.

Senior Product Designer

Jul 2021- Jul 2022

- **Growth & Strategy:** Designed new MongoDB University learning experience on a new platform, achieving a **3X increase in active learners** and **4X increase in professional certifications** by targeting new users and changing our learning methodology.
- **Continuous Research:** Instituted weekly interviews, annual surveys, and in-product rating loops to

establish a user-backed prioritization model.

- **Rebranding:** Upgraded the learning platform's entire digital footprint to align with new brand standards.

Shutterstock

Product Designer

Jan 2020 - Jul 2021

- **Revenue-Generating Design:** Completed a comprehensive redesign of Shutterstock Editor, boosting platform downloads by **30% YoY** and enabling partner deals worth **\$1.6M**.
- **E-Commerce Growth:** Delivered research, flows, and user testing for high-value user paths including the creator e-commerce flow and artist submissions.

State Farm

UX Designer

May 2018 - Jan 2020

- **Conversion Optimization:** Redesigned the life insurance quotation funnel, increasing completion rate from **12% to 80%**.
- **Enterprise Design System:** Served as lead designer for statefarm.com's new design system and primary navigation restructuring.
- **User Acquisition:** Optimized key landing pages to **double starting volumes** for insurance quotes and bank applications.

Sparq | *Associate Designer* | Feb 2017 - May 2018

Sparks Grove | *UX Design Intern & Team Lead* | May 2017 - July 2017

Dunnhumby | *Graphic Design Contractor* | Jul 2015 - Jun 2016

Bose | *Art Director Co-op* | Jul 2014 - Jan 2015

Magazine Publishers' Association | *Digital Media Co-op* | Jan 2013 - Jul 2013

Education & Certificates

Georgia Institute of Technology • MS in Human Computer Interaction (4.0 GPA) 2016 - 2018

Northeastern University • BA in Communication Studies & Media Production (3.8 GPA) 2011 - 2016

Rhode Island School of Design • Strategic Design Credential 2019

Brainstation • Data Science Certification 2020

Expertise & Technologies

Design & Strategy: Product Design, Interaction Design, UI Design, Design Systems, Brand Identity, Art/Creative Direction, Design Thinking, Service Design, Responsive Web Design, Mobile App Design

Research & Testing: Usability Testing, Interviews, Journey Mapping, Information Architecture, Surveys, A/B Testing, AI analysis, Personas, Competitor Analysis

Tools & Code: Figma, Claude Design, Figma Make, V0, Cursor, Framer, Adobe Creative Suite, HTML, CSS, JavaScript, Python