Liz Alonzi

Product Designer with a full-stack background

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I'm a Product Designer with more than 15 years of experience across UX/UI design, digital product development, and software engineering.

- My blended design and engineering experience enables me to work comfortably across technical and business contexts. I combine my strong UX and product design skills with technical understanding to design intuitive interfaces that stay within implementation constraints. I engage with engineers at a deep level, work efficiently with AI tools to build prototypes and write production-ready code, and translate complex concepts into clear language for stakeholders of all backgrounds.
- Most recently, I was a Product Designer in Sharesies' Design Hub, moving between teams to collaborate on new financial products and improvements to existing platforms. I worked from requirement definition and research through to developer feedback cycles and launch.
- I'm now looking for my next opportunity in Product Design or UX/UI. My ideal role is somewhere I can combine my creative problem-solving skills and technical expertise to build intuitive, user-centred products. I particularly enjoy working in the enterprise software space, and I care greatly about accessibility.

Skills

- *Product design:* Figma, UX/UI design, enterprise software design, information architecture, design systems, accessibility
- *Design engineering:* front-end development (HTML, CSS/Sass/Less, JavaScript, Tailwind, Material UI), AI-assisted prototyping, developer handoff
- *Research and delivery:* UX research, requirements and workflow definition, Agile methodologies

Career summary

Product Designer · Sharesies	Jan 2025 – Aug 2026
Head of Product and UX · Orchestra	Aug 2023 – Jan 2025
UX Developer · Southern Cross Health Society – contract	May 2022 – Mar 2023
UX Developer · MATTR	Mar 2020 – May 2022
Website Developer · self-employed	Jan 2019 – May 2020
UX Researcher · enableMe – contract	Aug – Sep 2019
Senior Software Engineer · Centrality	Oct 2016 – Oct 2018
UX Developer · Foodstuffs North Island – contract	May – Aug 2016

Education and training

BA Informatics in Digital Design, Business minor · The University of Iowa	2012
PMP Certification (in progress) · Project Management Institute	November 2026

Experience

Product Designer · Sharesies

Jan 2025 – Aug 2026

Sharesies is a wealth technology platform offering investing, saving, and other financial products to individuals and businesses in New Zealand and Australia.

I was responsible for end-to-end design, from requirements and workflow definition through to final design, developer handoff, and implementation, collaborating closely with colleagues to maintain high quality across consumer, internal, and enterprise products.

- Designed an enterprise product, using Claude Code to rapidly turn Figma designs into functional prototypes of complex customer journeys. These supported multiple user types, features, and journey structures, enabling faster iteration and direct feedback from enterprise clients. I provided precise technical direction for the AI and edited the generated code directly when needed.
- Designed and launched Wills, an in-app feature enabling customers to create a last will and testament, supporting Sharesies' wider purpose of enabling financial empowerment. Worked directly with a partner law firm, presenting designs to legal stakeholders and incorporating requirements to ensure the experience met New Zealand legal standards.
- Redesigned key areas of Sharesies' internal administration platform used by customer service operators across the business. I improved the information architecture and reorganised complex functionality into clearer, task-focused interfaces to reduce navigation complexity. I also established a formal Figma design system to improve consistency and support ongoing development.

Head of Product and UX · Orchestra

Aug 2023 – Jan 2025

Orchestra was a private equity management software start-up that was acquired by Sharesies in April 2024.

I led product and UX development, working between customers, business stakeholders and engineers to translate complex financial requirements into usable, buildable features.

- Designed and launched Share Purchase Loans, a new feature supporting flexible loan and interest structures in the Orchestra ledger, taking the product from initial requirements and workflow design through to implementation.
- Improved internal administration tools by observing Customer Success workflows and designing features that reduced document handling, eliminated manual steps, and allowed tasks to be completed without engineering intervention.
- Worked closely with a two-person engineering team on requirements, technical feasibility, specifications, QA, and implementation, reconciling business requests with achievable technical scope.
- Migrated the product design workflow from Sketch to Figma and established a Figma design system to support consistent ongoing development.

UX Developer · Southern Cross Health Society – contract

May 2022 – Mar 2023

Southern Cross is New Zealand's largest private healthcare organisation with health, travel, life, and pet insurance offerings, and a national network of healthcare providers.

Member of a three-person UX team modernising legacy customer profile management software into a browser-based platform.

- Worked closely with users to define requirements and improve the system's information architecture and workflows.
- Consolidated multiple component libraries into a single design library and worked with developers on its implementation in Storybook.
- Transitioned the project from Sketch to Figma and created onboarding documentation and processes for the wider team.

UX Developer · MATTR

Mar 2020 – May 2022

MATTR is a New Zealand technology company developing secure, privacy-focused digital credential solutions for governments and enterprises worldwide.

Designed digital credential products across various use cases, covering UX/UI design, design systems, and accessibility.

- Designed the Ministry of Health's NZ Pass Verifier app as part of a two-person UX team. Managed an external accessibility audit against WCAG 2.2 AA, working directly with Access Advisors and coordinating changes that improved conformance from 76% to 88% within one month.
- Led MATTR's Accessibility Working Group, establishing processes to support an inclusive workplace and accessible product development, and contributing to the company retaining its Accessibility Tick accreditation.
- Redesigned the MATTR Wallet app and implemented a supporting design system.
- Worked on an NSF-funded proof of concept exploring the use of facial recognition technology.

UX Researcher · enableMe – contract

Aug – Sep 2019

enableMe is a New Zealand financial advisory company providing financial coaching and advice to help people build wealth and achieve their financial goals.

Performed research and data analysis for a new financial coaching application. Analysed 500+ survey responses, developed and conducted user interviews, then developed and presented personas and design recommendations to business stakeholders.

Senior Software Engineer · Centrality.ai

Oct 2016 – Oct 2018

Centrality is a New Zealand-based fintech venture ecosystem, creating decentralized apps for a broad range of use cases.

Designed and developed features for a suite of responsive web applications, taking work from UX/UI design through to front-end implementation in ReactJS, Material UI, Sass and CSS3.

UX Developer · Foodstuffs North Island – contract

May – Aug 2016

Foodstuffs North Island is New Zealand's largest grocery retailer, a cooperative with more than 350 stores.

Lead UX development for the creation of smartphone, tablet, and responsive web applications for online shopping at New World stores.

Earlier UX/UI and Software Engineering Roles

May 2011 – Sep 2015

Held software engineering, front-end development, and UX/UI roles with MYOB, Aquent Studios, Conversant, Nokia, and KeyLimeTie across Australia and the United States, followed by a 6-month break to pursue yacht racing in Thailand and Malaysia before moving to Auckland.

Volunteering and interests

New Zealand Riding for the Disabled

Nov 2024 – present

- Assist weekly lessons providing therapeutic horse riding for disabled children and young people, educating them on horsemanship and engaging in activities on horseback designed to improve physical abilities, wellbeing, confidence, and independence.

Kaipaatiki Project

Sep 2025 – present

- Participate in regular tree planting and waterway rejuvenation projects.

Windsurf racing

Dec 2024 – present

- Compete year-round in monthly short-course racing and seasonal multi-day regattas consisting of long-distance racing between islands in Auckland's Hauraki Gulf.

New Zealand Multihull Yacht Club

Dec 2019 – Jun 2024

- Owned and raced *Timberwolf*, a 10.6m racing trimaran that I restored from abandonment in 2020, reaching a ranking of 11th out of all yachts raced nationwide before selling her in 2024.
- Club Committee Secretary Aug 2020 – Jun 2024.