

LASHA TAVBERIDZE

e: lashatavbera3@gmail.com | m: +1 (929) 632-8691 | w: linkedin.com/in/lashatavberidze | p: lasha-tavberidze

Product Designer & UX Strategist | Venue Tech & Operations Systems

Leveraging over a decade of high-stakes hospitality leadership, spatial layout optimization, and systems implementation to build friction-free operational technology and high-adoption enterprise software. Adept at conducting root cause analysis, mapping complex service blueprints, and translating frontline administrative bottlenecks into intuitive, data-driven digital solutions.

CORE COMPETENCIES

Design: UI/UX Design, Interaction Design, Wireframing, High/Low-Fidelity Prototyping, Information Architecture, Service Design, Inclusive/Accessibility Design.

Research & Strategy: User Research, Usability Testing, Journey Mapping, Competitive Auditing, Root Cause Analysis, Product Strategy, Change Management, Process & Workflow Design, Focus Group Analysis, Product Adoption.

Tools: Figma, Adobe XD, FigJam, Midjourney, ChatGPT, Gemini, Google Workspace.

Professional Skills: Cross-Functional Collaboration, Rapid Troubleshooting, Stakeholder Communication, Agile Methodologies, Project & Time Management.

UX EXPERIENCE & PROJECTS

Healthcare Operations & Consulting Extern | Conceptual Project: IMH "CareSync" Dashboard

June 2026 - August 2026

**This project was completed as an independent Healthcare Operations & Consulting externship to create a conceptual feature. I am not affiliated with, endorsed by, or employed by IMH.*

- Mapped complex clinical workflows and utilized Ishikawa (Fishbone) diagrams to identify systemic bottlenecks, proving that rigid software permissions and fragmented communication delayed urgent triage.
- Designed the "CareSync" decision-support dashboard, featuring a 3-zone, color-coded UI that translates raw patient data and invisible administrative labor into prioritized, one-click actions.
- Engineered strict role-based routing logic to isolate clinical approvals from general care coordination, effectively eliminating alert fatigue for attending physicians.
- Developed a comprehensive Change Management rollout strategy utilizing the People, Process, Technology (PPT) framework to overcome staff resistance and ensure long-term clinical adoption.

Product Management & UX Design Extern | Conceptual Project: BeReal "RealTalk"

April 2026 - June 2026

**This project was completed as an independent product management and UX design externship to create a conceptual feature. I am not affiliated with, endorsed by, or employed by BeReal or Voodoo.*

- Spearheaded the end-to-end conceptualization and design of "RealTalk," an anti-vanity, text-first feature designed to increase Monthly Active Users (MAU) and daily session depth.
- Created comprehensive Product Requirements Documents (PRD), Design Specifications, and Engineering Handoff packages including data telemetry and API parameters.
- Conducted focus group testing and analyzed qualitative and quantitative data to refine the product; successfully pivoted UX strategy to introduce an audience selector and a 60-second grace period, significantly increasing user psychological safety.
- Designed brutalist, high-fidelity UI prioritizing a distraction-free composition canvas, successfully balancing business monetization goals with user authenticity.

Lead UX/UI Designer | Conceptual Project: "Hollow Frequency" Mobile E-Commerce App

January 2026 - February 2026

**This case study is an independent portfolio piece completed for the Google UX Design Professional Certificate. It features conceptual designs for a completely fictional band and is not affiliated with or endorsed by any real-world band.*

- Utilized the User-Centered Design (UCD) framework to transform a complex merchandise catalog into a streamlined, high-performance mobile interface.

- Conducted unmoderated remote usability studies and competitive audits, identifying sizing ambiguity and slow checkouts as primary friction points causing cart abandonment.
- Engineered a frictionless "Quick Buy" architecture and an interactive "FIND MY FIT" sizing calculator, successfully reducing required checkout steps by 30%.
- Developed interactive, high-fidelity prototypes in Figma, applying a strict 60-30-10 color rule to ensure brand consistency while meeting strict WCAG accessibility standards.

PROFESSIONAL EXPERIENCE

Server | Si! Mon | Venice, CA

May 2025 - Present

- Anticipated guest needs and resolved issues proactively to ensure a seamless dining experience in a high-volume environment.
- Curated personalized recommendations by actively listening to and understanding customer preferences.

Server | Redbird, Vibiana Events | Los Angeles, CA

April 2025 - Present

- Collaborated seamlessly with cross-functional event teams to manage tight timelines and synchronize delivery for complex itineraries.
- Adapted quickly to varying event formats and high-pressure scenarios, rapidly troubleshooting to maintain a flawless guest experience.

Server | Ubani Midtown & Ayat | New York, NY

January 2024 - February 2025

- Managed and trained new team members, establishing clear operating procedures to ensure consistent, high-quality service delivery.
- Executed precise system operations and managed financial transactions using POS and Micros software.

Chef de Partie & Head Chef | Various Premium Restaurants & Hotels | NY, Montenegro & Georgia

May 2015 - December 2023

- Partnered with executive leadership to drive end-to-end menu development and recipe testing, analyzing target demographics, aesthetics, and budgets for high-quality execution.
- Spearheaded the design and launch of kitchen operations from scratch, optimizing spatial layouts for maximum workflow efficiency.
- Directed dynamic teams and managed core administrative tasks, driving comprehensive hiring, training, and schedule management for seamless daily service and banquet delivery.
- Executed high-precision production tasks while managing supplier coordination, inventory, and rigorous safety and nutrition standards in demanding environments.
- Operated in fast-paced, interactive "show kitchens," directly engaging with guests to create memorable, transparent, and highly communicative dining experiences.

Personal Chef | Belgrade, Serbia

November 2019 - April 2020

- Consulted directly with clients to uncover dietary needs and personal preferences, designing highly customized and iterated meal plans.

EDUCATION & CERTIFICATIONS

Google UX Design Professional Certificate | COURSERA

Service Design: How to Design Integrated Service Experiences | INTERACTION DESIGN FOUNDATION (IxDF)

UX Management: Strategy and Tactics | INTERACTION DESIGN FOUNDATION (IxDF)

Get Your Product Used: Adoption and Appropriation | INTERACTION DESIGN FOUNDATION (IxDF)

Food Processing Technology | AGRICULTURAL UNIVERSITY OF GEORGIA

Second Level Vocational Qualification of Cook | VOCATIONAL COLLEGE ICARUS