

Calie Brennan Lillis

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Creative product design leader with diverse experience across several industries. Experienced manager of UI design, UX research, front-end development and product management. Comfortable working with all levels of management and cross-functionally to create user-centric experiences.

EMPLOYMENT HISTORY

Higher Logic, LLC, Arlington, VA

Robust engagement platform featuring online community and marketing automation software designed to help users connect people with a shared purpose, find and leverage advocates, engage with personalized content, and streamline the entire engagement process.

Manager of UX

August 2019 - Present

Manage the User Experience team responsible for design and research relating to marketing automation and online community software used by 200 million+ users in 42 countries.

- Implemented a design system on ReactJS for a white-label community ecosystem in order to streamline development, modernize the design, and improve the accessibility of customer sites
- Designed key product features including an AI-generated newsletter, reporting dashboard, file-sharing library and more
- Lead cross-functional qualitative and quantitative research initiatives to inform product decisions and measure the success of product releases
- Formalized user testing processes by implementing testing software and hiring dedicated researcher
- Present research findings, design proposals and concepts to stakeholders and company-wide product events

Manager of Front-end Engineering

December 2017 - June 2019

Managed a new team of 8 front-end engineers to build a UI framework for front-end engineering initiatives.

- After the acquisition of 2 marketing automation companies, developed a React-based design system and component library that brought 3 products together in unified branding and style to set the foundation for future development
- Established Agile processes to support front-end engineering efforts across the engineering department

Real Magnet, LLC, Bethesda, MD

*Acquired by Higher Logic, LLC in October 2017

Real Magnet was a leading Marketing Automation platform featuring integrated event management, survey modules, social publishing, and SMS and fax distribution for more than 1,200 associations, publishers, hospitality companies, and educational institutions.

Director of UX & UI

May 2015 - October 2017

Managed a UI team of 4 in the production of all company products employing Agile methodologies

- Implemented product design strategy utilizing scalable design systems for quick implementation of new features
- Designed a modular charting library for predictive and machine learning analyses
- Spoke at conferences about best practices for design and UX in inbound and outbound marketing strategies
- Worked with various customer-facing departments to gather user feedback and implement a UX

SKILLS

Product Design
UX Research
Product Management
Figma
Sketch
Adobe Creative Suite
Github
Mercurial
Atlassian - Jira, Confluence, Bitbucket
HTML
CSS
JavaScript
Ping Pong
Mario Kart

EDUCATION

Dickinson College
Carlisle, PA
B.A., Economics
May 2004

- strategy for the company
- Worked closely and collaboratively with senior leaders to create product strategies based on business needs and competitive analysis

Senior Product Designer

March 2011 - May 2015

- Created the user experience for all company products including marketing automation and an HTML WYSIWYG editor
- Responsible for gathering user feedback and iterating on current modules to solve user problems
- Presented design solutions to stakeholders for feedback and approval

Web and Graphic Designer

March 2009 - March 2011

- Managed client design process from conceptualization to implementation
- Designed and coded HTML email messages to render properly across all popular email clients
- Designed and produced company marketing collateral including conference materials
- Wrote blog articles and white papers focusing on best practices for email, mobile and web design
- Trained and supported clients in email message creation process

BC Beverage Group, LLC, Shelton, CT

BC Beverage Group was a start-up beverage company that created innovative new beverages and introduced them to the mass market.

Marketing Manager, Web and Graphic Designer

September 2007 - March 2009

- Developed online strategy and developed company websites including the corporate and brand websites
- Designed branding, packaging and point of sale materials for company beverages
- Promoted industry awareness of products by preparing press releases and other communications
- Planned and coordinated promotional events

Antharia, LLC, Washington, DC

Antharia was a not-for-profit web company whose mission is to work solely with nonprofit organizations to help them utilize the web to its full potential.

Web Project Manager

June 2006 - September 2007

- Planned and executed web projects from inception to completion including scheduling, budget management, assigning design and development team tasks, and wireframing
- Acted as the primary liaison between clients and staff; led client meetings and facilitated discussions to define and meet the clients' needs on their website
- Contributed to the development and implementation of all company products including a CMS, CRM, event management software, e-commerce software, and mass communication software
- Led instructional webinars on how to use Antharia's products