

LILI DANCEY

USER INTERFACE DESIGNER

0789 7783 985 | lili.dancey@gmail.com | London, United Kingdom
www.linkedin.com/in/lili-dancey | <https://www.behance.net/lilidancey>

PROFESSIONAL SUMMARY

User Interface Designer who is passionate about crafting visually stunning and highly intuitive digital experiences. Passionate about creating elegant, responsive, and accessible interfaces that elevate the user's journey. Dedicated to translating complex ideas into user-friendly interfaces to enhance user engagement and drive business results by leveraging a deep understanding of user-centered design principles, interaction patterns, and the latest industry trends. Adept at wireframing, prototyping, and conducting user testing to refine designs. Proven track record of collaborating with cross-functional teams.

User Personas	Prototyping	Adobe Photoshop	InVision
Wireframing	Journey Mapping	User-centered Design	HTML, CSS and JavaScript
User Research	Sketch	Figma	Problem Solving

WORK EXPERIENCE

UX and UI Designer | Scrtly, Remote Jun 2023 – Present

Working closely with the founder of Scrtly, a start-up mental health app, as the sole UX and UI designer, the role included:

- Collaborating with the founder to gather and evaluate user requirements.
- Mapping user journeys and subsequently creating 15+ low-fidelity wireframes.
- Developing a style guide which shaped the mid-fidelity wireframes ensuring consistency throughout the design.

Data Capture and Organisation | Adhara, Remote Sep 2022 – Oct 2022

Intern at a fintech start-up, worked with the Salesforce programme on data capture and data organisation.

Tasks included:

- Performed maintenance on four years of hundreds of lines of contact data.
- Improved data visibility through correcting contact data, properly capturing and organising data, ensuring that it is accurate, accessible, and useful for analysis and decision-making
- Cleaned up duplicate data accumulated over four years.

Receptionist | The Ivy Collection, London Nov 2021 – Mar 2022

Part of the front of house team at The Ivy in High Street Kensington, responsible for:

- Welcomed and seated guests, handled their reservations and table assignments.
- Managed statistics reports for the management team on reservations, cancellations, and restaurant footfall.
- Handled phone calls and customer queries about the restaurant, including restaurant policies, reservations, and menu-related questions.
- Assisted various restaurant staff as necessary.

Part-time Receptionist | The Local Grill, Johannesburg Sep 2019 – Jan 2020

Sole receptionist and the first and last point of contact with guests, required several responsibilities.

- Welcomed and seated guests.
- Managed reservations.
- Assisted wait staff during peak hours.

PROJECTS

UX/UI Designer

WiseWallet | Money-saving solution, mobile app

August 2023 – August 2023

- Created a set of brand guidelines to promote a recognisable brand identity and ensure consistency throughout the design.
- Created low and mid-fidelity wireframes present a more accurate representation of the information and layout.
- Performed scenario user testing in order to better understand user preferences, pain points and suggestions for improvements.
- Designed 13+ high-fidelity wireframes.

UX/UI Designer

The GoodLav | Restroom-finding app, native mobile app for iOS and Android

August 2023 – August 2023

- Understand the guidelines for both systems as well as implemented the best practices and components for each.
- Conducted feature comparison and user interviews to better understand the user needs.
- Defined features and functions as well as the user flow.
- Created two prototypes for both sets of low-fidelity wireframes and presented them to users for usability testing, using the results to adapt the designs and interactions.
- Defined the apps style guide creating two separate sections for each systems respective icons.

EDUCATION

Certified User Interface Designer| CareerFoundry, Online

2022 – 2023

Frontend Development – HTML, CSS and JavaScript | CareerFoundry, Online

2023 – Present

Graphic Design Summer Course, | Florence Institute of Design International, Florence, Italy

Jun 2022 – Jul 2022