





LILIAN STEWART

UX/UI DESIGNER

 Alexandria, VA

 202.660.2130

 lilian@lilianstewart.com

 lilianstewart.com

SUMMARY

Multidisciplinary designer with background in digital project management with a focus on optimization. Passionate about creating beautiful interfaces & intuitive experiences that solve problems & engage users.

SKILLS

User Interface Design  
(iOS, Android, desktop)

Information Architecture

User Research

User Flows

Style Guides

Wireframing

Prototyping

Digital strategy

Data Analysis

Conversion Optimization

A/B Testing

TOOLS

Sketch

Adobe XD

Figma

InVision

Marvel

Balsamiq

Optimizely

Hotjar

EDUCATION

2021 CareerFoundry

UX/UI Design Certification

2009 Springbrook High School

High School Diploma

CAREERFOUNDRY PROJECTS

Intensive project-based training program with a focus on mobile app design, responsive web design, interaction design and animation, wireframing and prototyping, informational architecture, user research and testing, UI elements, patterns and hierarchy.

<div>FLOCK</div> <div>Designed a social media app by creating user personas, user flows, low and high-fidelity wireframes and rapid prototyping using Sketch and InVision.</div> <div>VIEW PROJECT HERE →</div>	<div>MINDSOULBEAUTY</div> <div>Designed an eCommerce app by conducting user research, creating low and high-fidelity wireframes and designing a brand style guide using Sketch and InVision.</div> <div>VIEW PROJECT HERE →</div>	<div>ALPHA</div> <div>Designed a productivity app by developing a mood board, creating information architecture, low and high-fidelity wireframes and rapid prototyping using Sketch.</div> <div>VIEW PROJECT HERE →</div>	<div>ONEPANMEAL</div> <div>Designed a recipe app by conducting user research, creating wireframes and mood boards, and iterating through user testing using Sketch and UserTesting.</div> <div>VIEW PROJECT HERE →</div>
---	---	--	--

EXPERIENCE

Catholic Charities USA

DIGITAL COMMUNICATIONS MANAGER

- Designed user flows, wireframes, prototypes, conceptual sketches, low-fidelity and high-fidelity wireframes and mockups for organization microsites and members portal.
- Defined user personas, mapped user flows, designed information architecture and wireframes for Members Portal and Innovation Challenge website.
- Collaborated with developers, project managers, designers, and interdepartmental teams to create mobile app for annual conference.
- Created data analysis presentations for campaign marketing performance with recommendations for digital optimization to achieve organization goals.

Convincify

ACCOUNTS MANAGER

- Advised in client website optimization strategy to improve user flow and increase conversions.
- Designed wireframes and mockups for A/B test variations.
- Created data analysis presentations.
- Designed and developed marketing initiatives, including Learning Center.
- Designed brand style guide, content marketing materials, social media graphics and ad creative design.

Vizergy

PROJECT MANAGER

- Worked with Senior PM to design, develop, execute, and provide training on our internal digital project management processes.
- Worked with hospitality clients and our internal team of designers, developers, copywriters, SEO and PPC analysts to develop, launch, and maintain responsive websites for hotel and travel clients.
- Defined user personas, conducted competitive analysis, created user flows, information architecture diagrams for sitemaps, and created mid-fidelity wireframes for handoff to front-end developers.
- Created data analysis presentations with recommendations for optimization for monthly and quarterly clients.