

# Li (Lily) Liu

## UX Design Portfolio >

### CONTACT



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### SKILLS

#### Figma

3 years of experience in designing and prototyping.

#### Wireframing & Prototyping

Proficient in creating detailed wireframes and interactive prototypes.

#### Design Software

Skilled in Figma, Sketch, and InVision for comprehensive designs.

#### Coding Knowledge

Functional knowledge of CSS and HTML to facilitate collaboration with developers and ensure design integrity.

#### Agile Environments

Experienced in Agile environments, juggling multiple projects and deadlines.

### EDUCATION

#### UX Academy Certificate

Designlab

January 2021 - June 2021

#### BFA in Fashion Merchandising

Virginia Commonwealth University

September 2013 - May 2017

## Work Experience

### Captain (E-Commerce) | UX Designer | Mar 2024 - Jul 2024

Collaborate with stakeholders to design AI-driven features and optimize user flows, reducing the cost per sign-up from \$150 to \$7.

- Simplified concierge flows and introduced new features/flows to improve buying experience.
- Designed mobile-first, with responsive layouts for desktop.
- Worked with developers to implement designs.
- Led feedback sessions to refine the user experience.

### Savana Inc. (Fintech) | UX Designer | Dec 2021 - Feb 2024

Developed new desktop and mobile banking apps, collaborating closely with product owners, system architects, and clients including Battle Bank and Woodforest National Bank.

#### Battle Bank (Recently received its bank charter)

- Designed online account opening flows spanning from personal, retirement, trusts, to business checking/savings.
- Crafted Figma prototypes driven by thorough research and stakeholder requirements.
- Designed responsive layouts for desktop and mobile interfaces.
- Facilitated feedback sessions and peer reviews to refine user experience iteratively.

#### Woodforest National Bank (760+ branches)

- Designed account opening flows for in-person bank branch visits, emphasizing multi-titling (opening multiple accounts) within the same flow.
- Produced comprehensive user experience flows and Figma prototypes to streamline branch account opening process.
- Presented prototypes to different teams, refining designs based on feedback rounds.

### BravoCare (Healthcare) | UX Designer | May 2021 - Nov 2021

Worked with product owners and users to help create an intuitive mobile app experience

- Iterated booking and review screens using Figma and Sketch.
- Developed Figma prototype for user testing.
- Conducted user surveys and usability tests.
- Incorporated feedback to suggest iterations.

### KTL Solutions | Marketing Coordinator | May 2019 - Sep 2020

### Keychron | Marketing Associate | Jan 2018 - Dec 2018