

Li (Lily) Liu

UX Design Portfolio >

CONTACT



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Designsbylilyliu@gmail.com

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.
- Maintained and contributed to design system.

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

- 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