

Li (Lily) Liu

UX/UI Designer

A UX Designer with 3 years of experience in fintech, e-commerce, and healthtech, specializing in user-centered design, responsive layouts, and cross-functional collaboration. I'm seeking a role to create simple, effective experiences.

CONTACT

<http://www.lilyliudesigns.com/>

Designsbylilyliu@gmail.com

(703) 662-3809

EXPERIENCE

Captain (E-Commerce) | UX/UI Designer

Mar 2024 - Jul 2024

- Reduced cost per sign-up from \$150 to \$7 by optimizing concierge flows, significantly lowering marketing expenses.
- Simplified concierge flows and introduced AI-driven features, increasing user engagement.
- Improved usability across devices by designing mobile-first, responsive layouts.
- Led design feedback sessions, refining designs and enhancing product value.

Savana Inc. (Fintech) | UX/UI Designer

Dec 2021 - Feb 2024

Developed new desktop and mobile banking solutions by collaborating closely with cross-functional teams and clients including Battle Bank and Woodforest National Bank.

Battle Bank (Recently received its charter)

- Designed online account opening flows for personal, retirement, trust, and business accounts, ensuring a comprehensive product offering for the MVP launch.
- Conducted usability testing that resulted in participants opening new accounts 45% faster, validating design effectiveness.
- Created Figma wireframes and prototypes based on research, requirements, and iterative user feedback.
- Maintained and expanded the design system, ensuring consistency across products.
- Designed responsive layouts for a smooth user experience across various devices.

Woodforest National Bank (760+ branches)

- Designed multi-titling account flows, reducing customer wait times and improving in-branch efficiency.
- Collaborated with a cross-functional team early in the project to develop the multi-titling feature with rapid turnaround
- Ensured WCAG accessibility compliance, improving usability for all users.

BravoCare (Healthtech) | UX/UI Designer

May 2021 - Nov 2021

- Created an intuitive mobile app experience by collaborating with product owners and users.
- Developed Figma prototypes for user testing, gathering rapid feedback to inform design decisions.
- Conducted usability tests, translating insights into improved designs that met user expectations.

KTL Solutions (Microsoft Partner) | Marketing Coordinator

May 2019 - Sep 2020

SKILLS

Design Tools: Figma, Sketch, InVision, HTML/CSS, Framer

UX/UI Design: User-Centered Design, Responsive Design, Design System Management

Research & Testing: Usability Testing, User Research, Wireframing & Prototyping (Figma)

Collaboration: Cross-Functional Collaboration, Stakeholder Engagement, Feedback Facilitation

Project & Process Management: Agile Methodologies, Startup Environment Experience, Rapid Iteration

EDUCATION

UX Academy Certificate | Designlab

Jan 2021 - Jun 2021

BA in Fashion Merchandising | Virginia Commonwealth University

Sept 2013 - May 2017