

# LILY DA HUANG

## DIGITAL PRODUCT DESIGNER

### CONTACT

(365) 996-6406

LILYHUANG919@GMAIL.COM

[WWW.GETMELILY.COM](http://WWW.GETMELILY.COM)

### PROFILE

UX/UI designer with 4+ years of experience. I have a background in digital marketing and a passion for creating state-of-art digital products that empower businesses and users. I am an experienced designer in crafting products for desktop, mobile, and wearable interfaces. I am also experimenting with interactive media experiences such as AR and VR.

### DESIGN SKILLS

- User Experience Research
- User Experience Design
- Digital Product Design
- Graphic Design
- Front-end Development
- HTML, CSS, Javascript
- Augment Reality Development

### MARKETING SKILLS

- Digital Marketing
- Social Media Marketing
- Event Management
- Project Management

## FULLTIME UX/UI EXPERIENCE

### DIGITAL PRODUCT DESIGNER - MARKETING

DYSON | OCT 2018 - PRESENT

- Worked in a team of 3 to create DYSON ON: - an official digital magazine by Dyson.
- Established the prototype, user road map, and information structure for desktop and mobile sites with an emphasis on interactive components.
- Strategically planned digital marketing - social media -for the magazine promotion.

### UX/UI DESIGNER

WHITE HAWK CEC, INC | MAY 2017 - OCT 2018

- Whitehawk is a cybersecurity e-commerce platform serving small to mid-size businesses in the United States.
- Worked solo for the company website, e-commerce platform, and product management system design.
- Established brand style guide, designed social media outreach material, and marketing materials.

## OTHER DESIGN PROJECTS

### PROJECT1 | MOTIFUL

- Motiful is a charity project focusing on fighting depressing and mental illness for people of all ages.
- Worked in a team of 4 as the lead designer to establish the user flow and created the 2D & 3D interactive experience

### PROJECT2 | PLANT ME

- Plant Me is a Toronto based plant-subscription e-commerce.
- Worked in a team of 4 to identified the problem through user research, persona mapping, and created a comprehensive website prototype and hi-fidelity design.

### PROJECT3 | BEANS & BARISTA

- Beans & Barista is a mobile + iWatch app for coffee lovers
- Worked solo to create the logo, design style tile, user flow, prototype, and final hi-fidelity design.

## EDUCATION

### INTERACTIVE MEDIA

MANAGEMENT - GRADUATE  
SHERIDAN COLLEGE | 2019  
- 2020 GPA: 3.82

MASTER OF PROFESSIONAL  
STUDIES, PUBLIC RELATIONS  
AND CORPORATE  
COMMUNICATION  
GEORGETOWN UNIVERSITY |  
2016 - 2017 GPA: 3.85

## AWARDS

BEING DYSON AWARD  
OUTSTANDING DESIGN  
PROJECT LEAD  
DEC 2019

GEORGETOWN TROPAIA  
AWARD  
OUT STANDING STUDENT  
OF THE YEAR  
JULY 2017