

# LILY DA HUANG

## DIGITAL PRODUCT DESIGNER

### CONTACT

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### PROFILE

I am a UX/UI designer with 5 years of experience seeking a full-time position in the field of technology & design, where I can continue to cast state-of-art digital products

### SKILLS

- User Experience Research
- User Experience Design
- Digital Product Design
- Graphic Design
- Front-end Development
- HTML, CSS, Javascript
- Augment Reality Development
- 3D & 2D Modelling
- Project Management

## UX/UI PROJECTS

### PROJECT1 | **DYSON ON:**

- 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 and designed social media components for the magazine promotion.

### PROJECT2 | **WHITEHAWK**

- Whitehawk is a cybersecurity e-commerce platform serving small to mid-size businesses in the United States.
- Through user research and interviews, mapped out user persona, and identified user roadmap for the site.
- Worked solo for the company website, e-commerce platform, and product management system design.

### PROJECT3 | **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

### PROJECT4 | **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.

### PROJECT5 | **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.

### DIGITAL PRODUCT DESIGNER

DYSON | OCT 2018 - OCT 2019

### UX/UI DESIGNER

WHITE HAWK CEC, INC | MAY 2017 - OCT 2018

## 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