

LILY DA HUANG

DIGITAL PRODUCT DESIGNER

CONTACT

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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.

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
- Digital Marketing
- Social Media

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 digital marketing - social media -for the magazine promotion.

PROJECT2 | **WHITEHAWK**

- 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.

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 - MARKETING

DYSON | OCT 2018 - PRESENT

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