

# LILY DA HUANG

## DIGITAL PRODUCT DESIGNER

### CONTACT

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### PROFILE

UX/UI designer with 3+ 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

### SENIOR UX DESIGNER

AECO INNOVATIVE LAB | JUNE 2020- PRESENT

- Lead User Experience Design projects in an agile environment, including running design sprints, content mapping, sketching, wireframing, low and high fidelity prototyping.
- Work closely with engineers, product managers, and developers in squads to explore, build and ship designs.
- Design for cross-product, cross-platform responsive design components and features.

### DIGITAL PRODUCT DESIGNER - MARKETING

DYSON | OCT 2018 - DEC 2019

- Worked in Saas product management environment to create DYSON ON: - an official digital magazine by Dyson.
- Established the prototype, user road map for desktop and mobile sites with an emphasis on interactive components.
- Work along marketing team to strategically plan digital marketing - social media - for the magazine promotion.

### UX/UI DESIGNER

WHITE HAWK CEC, INC | MAY 2017 - OCT 2018

- Designed 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 | PLANT ME

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

### PROJECT2 | 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: 3.92

**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