

Lilly.E

UX UI Designer

As a designer with a strong passion for design strategy, illustrations, typography, and storytelling. Design for me is about finding solutions through a more user-centric mindset.

With my foundation in architecture, I can see problems and draw connections from both the physical and virtual perspectives which helps me uncover unique solutions and incorporate them into the online experience.

EXPERIENCE

UX/UI Designer

Sage Renegade Inc – Toronto (2023 March – Present)

Distilling design problems and user research into elegant solutions for our clients. Partnering with core team members to discuss the product's overall experience and define how to go about delivering it. Implementing the project strategy using agile/scrum methodologies to deliver the product. Working with design systems and brand guidelines/style guides while also complying with Pharmaceutical Advertising Advisory Board (PAAB) guidelines. Executing responsive design across digital channels including web, mobile and iPad. Quality testing the digital products with cross-functional team using JIRA. Implementing marketing strategy to help expand business of our clients and to reach to their customers using Mailchimp. Presenting to design, tech and business supporting my design rationale using quantitative data and site metrics, customer feedback, and usability findings.

Clients: Pfizer Inc, Valeo Pharma Inc, Novartis Pharmaceuticals Canada Inc, Eyelove Canada

User Experience Designer

Seneca College (2020 – 2022)

CN Tower Website Redesign

Redesigned the CN Tower website by identifying accessibility barriers in the old website, so that the users can achieve their goals efficiently. Created sketches, user flow diagrams, wireframes, low-fidelity, and high-fidelity mock-ups and prototypes by using user research methods such as competitive analysis, and usability testing. Implemented design principles, and WCAG guidelines.

Tranquil Workspace Website Design

Designed a responsive website for the company Tranquil Workspace which allows users to work remotely in their favorite destinations. Followed a user-centered design approach by using the double-diamond design methodology. Created user analysis, user survey, empathy map, site map, and prototypes by conducting focus group meetings and usability testing.

Kitchen & Bath Associate

Home Depot – Toronto (2022 – Present)

Working closely with customers to determine their needs, answer their questions about products, and recommend the right solutions. Working closely with kitchen designers to create new kitchen layouts using 2020 design software. Participating fully as a member of the team, supporting a positive work environment that promotes service to the business. Participating in personal development and performance management initiatives, such as cross-training within the team.

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[LinkedIn](#)

Intern Architect

Shunya Nava Designs – Bangalore (2017 – 2018)

Collaborated closely with a team of architects to identify design problems and devise elegant solutions by understanding user needs. Implemented design concepts, and produced design drawings and visualizations. Contributed to various operational activities and user experience design processes as assigned. Incorporated new trends in design and expanded my knowledge about the industry, associated tools, and techniques.

EDUCATION

Interactive Media Design

Seneca College (2020 – 2022)

Researched, designed and prototyped UI-UX projects. Created logos, illustrations, mockups, animation, and branding.

Bachelor of Architecture (B.Arch.)

*Periyar Maniammai Institute of Science and Technology
Tamil Nadu, India (2014 – 2019)*

Thesis: Home for the Departed souls (Crematorium, Vertical graveyard)

SKILLS

Technical

Agile methodology / Interactive prototyping / Marketing strategy
Quality testing / Wireframing / User research /
Storyboarding / Journey mapping / Usability testing /
Creating Mockups / Visual design / Product strategy /
Information Architecture / Story telling / Branding

Soft Skills

Creative / Analytical skills / Curious /
Detail Oriented / Team player / Excellent communicator /
Empathetic / Problem solving skills / Design Justification
Openness to criticism / Learns new tools quickly

Tools

Jira / figma / Adobe XD / Illustrator / Mailchimp /
Photoshop / In-design / After Effects /
Adobe Dimension / MS Office / Miro / Google forms
AutoCAD / V-Ray / Lumion /
Unity / Sketch up

