Lily Liyi Mendoza

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WORK HISTORY

Contract Web Designer · SanMar
Apr 2023 - Sep 2023

- Quickly delivered responsive web design for SanMar's social impact and sustainability efforts
- Optimized information architecture of main E-Commerce website
- Prepared and presented research and design decisions to stakeholders about ongoing projects

Product Designer · UNUM, Inc.
Mar 2019 - Apr 2022

- Owned the design of SaaS web app, increasing registered users from 7K to 20K within a year
- Enhanced iOS features, elevating App Store ratings from 4.2 to 4.5
- Collaborated with a cross-functional team that utilized Agile methodologies to meet project deadlines
- Led rebrand and launch of UNUM official website, increasing monthly visits from 40K to 60K
- Met with users and conducted research including competitive analysis, A/B testings and usability testings
- Established and managed the design system

UI/UX Designer · Eve by Eve's
Jul 2017 - Feb 2019

- Crafted designs for E-Commerce product listing & description page, checkout process, and account dashboard from wireframes to hi-fidelity handoffs to the development
- Led and designed the end-to-end experience of the iOS app
- Redesigned CRM to enhance customer service efficiency
- Created and organized UI components for design system

Contract Web Designer · galleryAll
Mar 2019 - May 2019

- Designed responsive website showcasing collections of fine art furniture, artists and exhibitions
- Collaborated closely with developers to ensure high-quality implementation
- Created logo and visual identity

EDUCATION

ArtCenter College of Design
2011 - 2015
BFA, Illustration Design
Scholarship recipient
Graduate with Honors
GPA: 3.62

SKILLS

User Interface Design
Prototyping
Wireframing
User Flows
Competitive Analysis
Information Architecture
Usability Testing
A/B Testing
Design System
Visual Design
Icon Design
Responsive Web
Mobile Design
Digital Design
Print Design
Illustration

TOOLS

Figma, Sketch, Adobe XD
Adobe Creative Suite
Webflow
Balsamiq
Jira, Miro
Maze, Optimal Workshop
Hotjar

LANGUAGE

English
Mandarin