

LILY TAKVORIAN

Lead User Experience Designer

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SUMMARY

Seasoned UX Lead with 10+ years of experience delivering transformative, user-centered design solutions across industries, including telecommunications, healthcare, and e-commerce. Proven track record of leading high-impact UX initiatives, improving process efficiency by up to 40% and enhancing user satisfaction through strategic design leadership. Expert in scaling design systems, data-driven decision-making, and aligning cross-functional teams to drive cohesive, measurable outcomes.

EXPERIENCE

Lead User Experience Designer

AT&T

Jan 2021 - Present

Atlanta GA (Remote)

Designed a B2B POS application and a B2C application for the AT&T Brand.

- Spearheaded the design and development of a B2B POS system used by over 50,000 sales representatives, delivering a user-friendly experience that improved transaction efficiency by 40%.
- Developed a comprehensive design system in Figma and Adobe XD, ensuring cross-platform consistency and reducing design-to-development time by 25%.
- Created wireframes and high-fidelity prototypes to meet business needs.
- Introduced a user-centered design approach, conducting task analysis and usability testing that resulted in a 30% reduction in user errors.
- Mentored a team of junior UX designers, fostering professional growth and ensuring the delivery of high-quality design deliverables.

Lead UX Designer

Alef/Holistic Recovery Centers

Jan 2018 - Dec 2020

North Miami FL

Led a dedicated team in designing a website for a Recovery Center.

- Led UX strategy and platform redesign, boosting engagement by 35% with streamlined user flow.
- Conducted interviews and surveys to drive data-informed design decisions, optimizing the user journey.

TOOLS & TECHNOLOGIES

Design: Figma, Adobe XD, Photoshop, Illustrator, InVision, Adobe Creative Suite

Collaboration: Jira, Agile, Scrum

User Research & Testing: UserTesting, Optimal Workshop, Task Analysis, A/B Testing

CORE COMPETENCIES

Leadership & Team Management:

Experienced in leading design teams to ensure alignment with product vision, fostering collaboration among designers, engineers, and product managers.

Strategic UX Vision:

Developing high-level design strategies that align user needs with business goals for maximum impact.

User Research & Data-Driven Design:

Proficient in using qualitative and quantitative research methods to inform design decisions, improve user experiences, and drive product innovation.

End-to-End UX Process:

Extensive experience in user journey mapping, wireframing, prototyping, high-fidelity mockups, and UI development.

Agile Product Development:

Expertise in integrating UX into Agile frameworks, collaborating with cross-functional teams to deliver products on time and within scope.

Design Systems & Standards:

Creating and implementing scalable design systems that ensure brand consistency and enhance product efficiency.

- Designed high-fidelity prototypes, wireframes, and flows using Figma, Adobe XD, and Illustrator, ensuring a consistent user experience across all touchpoints.
- Led A/B testing and iterative improvements to refine the interface. Managed a team of 5 designers and developers, ensuring timely delivery and alignment with project objectives.
- Collaborated with senior stakeholders to translate business requirements into actionable design strategies, ensuring the UX aligned with short-term goals and long-term growth.
- Utilized analytics and insights to improve conversion rates and customer satisfaction, delivering a scalable, intuitive platform that strengthened the brand's market position and increased retention.

• **Senior User Experience Designer** *Jan 2017 - Dec 2018*
Freelance *Miami FL*

• **Senior User Experience Designer** *Jun 2015 - Dec 2016*
South Florida Water Management *West Palm Beach FL*

Created a new application to support the work of Environmental scientists.

- Designed and led the development of a cutting-edge application for environmental scientists, overseeing the full end-to-end UX process from concept to delivery, ensuring alignment with complex business needs and regulatory standards.
- Collaborated closely with environmental experts and regulatory bodies to meet both user needs and compliance requirements, delivering an innovative, user-centric solution that advanced the organization's mission.
- Conducted user research and usability testing to optimize design, integrating advanced scientific data into intuitive, user-friendly interfaces. Leveraged quantitative feedback to iteratively refine the application, driving higher user adoption and engagement.

• **User Experience Designer** *Jun 2012 - May 2015*
Runwaydreamz *Los Angeles CA*

- Led the redesign of an e-commerce platform, enhancing the user experience for a global customer base and increasing conversions by 20%.
- Applied adaptive design principles to ensure a seamless shopping experience across desktop, tablet, and mobile platforms.

TALENTS & EXPERTISE

Strong leadership and team management skills, ensuring consistent delivery of high-quality, user-centric designs.

Adept at aligning design strategies with business goals, improving user satisfaction, and driving revenue growth.

Committed to staying up-to-date with the latest UX trends, incorporating innovative design approaches that enhance product performance.

EDUCATION

Bachelor's Degree in Multimedia Computing Applied to Human Sciences