

# Lilian Tellez - Senior UX Designer

## Experience

### PayPal Inc.

Mar 2017 - Present

#### Lead UX Designer - PayPal Mobile Apps

**I Lead and craft the design of +40 mobile experience projects for the Mobile Business App (2017-2019) and Native Checkout for consumers (2020)**

- Contributed to a 150% growth in Business App active users in 2019 (784,000) delivering First time use, Instant Money Transfer, Simplified invoicing, Sales insights and loans.
- Generated scalable design frameworks for the Business App home feed and notifications to bring consistency and facilitate collaboration with +30 teams who integrate features into the app.
- Streamlined operations of a design team of 2 by creating channels and processes for UI documentation, sharing, project allocation and delivery.

### MoneyLion Inc.

(Fintech)

Sep. 2015 - Mar 2017

#### Lead UX Designer

**First designer responsible for creating consistency across web and mobile financial products and grow the design team.**

- Improved reputation and engagement of the mobile and web experiences with a redesign that added personalized content and financial recommendations to users.
- Facilitated design thinking workshops to help my team define and prioritize product problems and decision.
- Used wireframing, prototyping, data analysis and user testing to design and ship a streamlined loan application flow, credit score and net worth calculators.

### Codice

(Product Agency)

May 2012 - Sept. 2013

#### Senior UX Designer

**Developed design solutions for enterprise websites, e-commerce sites, and mobile apps. Clients: Santander Bank, Citi Group, Birkenstock, Bayer, BASF.**

- Led the design direction for SantanderTwist.com e-commerce website, iOS / Android apps and campaigns aligning interaction patterns across platforms.
- Acted as lead on assigned projects, working with 2 junior designers, PM's and engineers to craft digital products. Notable: BASF intranet, Ferrepat.com, Emociondeportiva.com.

### Lilian Tellez Design

(Consulting)

Aug 2009 - May 2012

Oct. 2013 - Sep 2015

#### Design Consultant

**Worked independently on UX and branding projects for a variety of organizations:**

- Defined the information architecture for Scandit.com, and created the user interface of two demo e-commerce apps.
- Redesigned Buscafuska.com pet adoption website and admin dashboard for shelters, resulting in 1 million adoptions in 2015.
- As part of the startup accelerator of the National Autonomous University of Mexico, provided advice to +10 science-based startups in product design and brand strategy.

### Maribel

(Consumer goods)

Jul 2007 - Jun 2009

#### Head of Design

**Responsible for Maribel's brand overhaul, and for taking the new identity into products, marketing and internal communications.**

- Designed and maintained 6 new product lines while managing approval processes with licensors.
- Created +10 print campaigns and oversaw the work of 2 agencies increasing brand recognition by 40%

### Conforma Design

(Industrial Design)

Jan 2004 - Jul 2007

#### 3D Designer (2004/2005) / Design Lead (2005-2007)

**Created 3D renderings and graphics for exhibit and store design. Provided art direction and management for 3 designers.**

- Promoted from individual contributor to Design Lead 18 months after being hired, to give art direction and coordinate department activities.

## Summary

Location: Mountain View, CA

Email: [ltellez@gmail.com](mailto:ltellez@gmail.com)

Portfolio: [liliantellez.com](http://liliantellez.com)

**Designer with a focus on design strategy and interaction design. Experienced crafting consumer-facing digital products on web and mobile.**

## Skills

### DESIGN

Interaction design

Visual Design

Design thinking facilitation

Project management

Usability testing

Rapid prototyping

### TOOLS

Sketch

Adobe Creative Suite

Principle

Figma

InVision Studio

### TECHNOLOGIES

HTML

CSS

Javascript (working knowledge)

## Education

### BA. Graphic Design and Communication

Universidad de Guadalajara

Graduated with honors, GPA 94/100

## Training

### Google Design Sprint

(Google, 2016)

### Design Leadership

(Cooper, 2018)

### Design Facilitation

(Eight Shapes, 2019)

### Advanced Interview Techniques

(PayPal Research, 2019)