

Lilit balagyozyan

SKILLS

User Research,
User Experience,
Product Strategy,
Userflows,
Wire-framing,
Interactive Prototyping,
Interaction Design,
Visual Design,
Vector Illustration,
Motion Graphics,
Marketing Research,
Competitive Analysis,
Brand Design,
Web Analytics

TOOLS

Figma,
Adobe XD,
Adobe Illustrator,
Adobe After Effects,
Adobe Photoshop,
Adobe InDesign,
UsabilityHub,
Google Analytics,
FullStory Analytics,
Firebase Analytics,
Webflow,
Mailchimp,
Slack, Asana, Notion
Jira & Confluence,
HTML/CSS/JS

PORTFOLIO

lilit.me

BEHANCE

[behance.net/lilitbala](https://www.behance.net/lilitbala)

LINKEDIN

[linkedin.com/in/lilitb](https://www.linkedin.com/in/lilitb)

EMAIL

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PHONE

862-221-5637

EXPERIENCE

Product Designer, Caper AI Full-time • NYC (Remote) • July 2020 – Present

Design for a fast paced hardware & software hybrid startup making CV Checkout.

- Optimized user-flow for contactless checkout. Reduced transaction time by 52%
- Redesigned interface, design used in over 2000 transactions. Wireframe & prototypes in Figma.
- Facilitated field observations & remote testing through UsabilityHub to inform Agile iterations.
- Designed android app from concept to implementation to make image collection intuitive.
- Rebranded caper to create cohesive visual design language across all departments.
- Synthesized new brand identity into logo, color scheme, typography, design elements, style guide.
- Redesigned & developed website on Webflow. Later sourced & managed vendors for fundraising.

UI UX Designer, Seawin Global Contract • NJ (Remote) • July 2020 – March 2021

End to end design of a 30 page website for a global kitchen & bath retailer.

- Wireframes, mockups, & high fidelity prototypes in Figma for responsive screens.
- Researched industry & competition to create page architecture, sitemap, & content strategy.
- Clear handoff documentation in collaboration with a non-english speaking developer.

Web Designer, Jahnel Group Contract • NY (Remote) • Feb 2020

Landing page design for customer software development consultancy's website.

- Investigated company culture, values, goals, and mission through interviews & activities.
- Developed brand identity into colors, font, & style based on company values & goals.
- Established style for website by presenting over 6 high fidelity mockups in Adobe XD.

Product Designer, Nfluence Part Time • Seattle (Remote) • Nov 2018 – May 2020

Product design & brand creation for early stage SAAS startup

- Designed the end-to-end experience for a for influencer & advertiser marketplace.
- Sketching, wire-framing, user-flows, prototyping, of iOS & web app in Sketch & Adobe XD.
- Converted business goals into product vision, product strategy, and timeline.
- Customer outreach and user research through 200+ interviews & surveys.
- Made data-driven decisions usability testing and Google Analytics, Fullstory, & Firebase Analytics.
- Created brand identity creation, brand assets, logo, & style guide. Trademark for 'Nfluence' claimed.

UX Designer, IBM Research, CISL Lab Part-time • Troy, NY • Jan 2017 – Dec 2019

University research in collaboration in mixed-reality smart-rooms.

- Accredited in 6 published academic papers for contribution to lab's HCI research.
- Prototyped and handed of design specifications with Illustrator & AfterEffects.
- Collaborated with engineers, ML experts, & UX researchers to implement and test 3 projects.
- Hand-sketched storyboards to communicate mixed reality use-flows.
- Drew artistic concepts and mockups of vision to inspire lab's early mission and secure funding.
- Presented project demos to IBM representatives. Attended & presented at IBM cognitive colloquium.

EDUCATION

Rensselaer Polytechnic Institute Troy, NY • 2016 – Dec 2019

B.S. Product Design & Innovation, **Minor** Marketing