

Lydia Gilbert



Multidisciplinary creative using my background in cognitive science and user psychology to inform user-centric design, and my arts and programming backgrounds to create striking visuals and thoughtful products.

contact

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education

University of California, Berkeley
Spring 2017
B.A. in Cognitive Science
Minor in Computer Science

skills

Adobe Creative Suite
Sketch, InVision, Figma
Ceros, Webflow
PowerPoint, Keynote, Google Slides
Traditional arts background in drawing and printmaking

volunteering

Graphic design and merchandise art direction for Bed-Stuy Strong, a Brooklyn mutual aid network formed at the start of Covid-19 to provide food, vaccine, and voting support in my historically underserved neighborhood. I am the primary social media designer for our Instagram of 13k+ followers and I launched a merchandise fundraiser that has brought in over \$9,000 for the organization and platformed over 20 local POC and LGBTQ+ artists.

experience



Senior Creative – Material+ New York, NY June 2019-Present

- Create impactful deliverables to present consumer insights, spanning various forms of media including slide decks, print, web, and video. My detail-oriented design work turns complex information into engaging, rich stories. Able to adapt quickly to client branding with a roster including Apple, Facebook, Visa, Amazon, and more.
- Built our UX research capabilities from the ground up, both as sole wireframe and prototype designer and as an authority on user testing methods. Presented to an audience of 100+ to train researchers on UX research tools and best practices. Frequently consulted across the company on new UX projects and pitches.
- Develop internal brand guidelines and marketing materials.
- Won the “Outstanding Contribution,” “Innovation,” and “Office Spark” awards for my expansion of our UX work and for being an innovative and energizing presence on the team.
- Solo designer on five consecutive Reports of the Quarter.



UI/UX Intern – Alation Redwood City, CA Summer 2018

- Lead designer on a complex data visualization feature, overseeing and executing user research, high-resolution interactive prototypes, usability testing, and specification writing.
- Designed new elements for Alation’s home page, improving the friendliness of the entry point to welcome non-technical users.
- Assisted with usability testing across features, including development of research plans, user recruitment, and analyzing and annotating research results.
- Completed various graphic design projects, both internal and external, to unify and develop Alation’s brand.



Product Support Intern – Newton Software San Francisco, CA Summer 2016

- Supported the product, services, and sales teams at a rapidly growing Applicant Tracking Software company to provide rapid customer service and account support.
- Completed a long-term project updating the front-end of client career listing webpages using XML and HTML/CSS.