

I'm Dave Lilly

✉ hey@davelilly.com

🌐 design.davelilly.com



Experience

Freelance Design (2023-Present)

- Branding, Web Design, and Motion Graphics

Sherpa 6 UX/UI Engineer (2022-2023)

Agile 5G Product Team

- Sustained primary products with wireframes and prototypes for new features in collaboration with team of developers
- Interfaced with end user advocates to determine and write system requirements
- Assisted team with ticket planning & estimation, QA testing, and user-guide documentation
- Assembled a living Design System for primary product while keeping accessibility in mind

BlackRock/Cachematrix UX Designer/UI Engineer (2015-2022)

Agile Product Development Team

- Wireframed natural user flows with journey maps based on UX best practices
- Prototyped new features in web apps for both desktop and mobile per requirements, then ready for technical specifications
- Designed product UI with interactions and verified technical feasibility, balancing the need to ship quickly while building a reliable product
- Discovered consistent interactions, then establish and maintain a living style guide/pattern library in partnership with the senior development team
- Advocated for the best interest of the user across the platform
- Collaborated with product managers, business analysts, and developers to create scalable solutions while implementing code that is easily managed and maintainable
- Mocked up comps that fit within the defined internal and client specifications, as well as working within pre-defined requirements producing code to match
- Standardized the UI of the commercial sales website

Sonlight Curriculum Sr. Graphic Designer (2007-2015)

- Managed layout, production, and delivery of trade show banners and signage, catalog, motion graphics videos, presentations, responsive web design, emails, banner ads, social media graphics, landing pages, and other sundry collateral
- Conceptualized, designed upsell widget and designed cart UI
- Led UX/UI design of testimonial search tool and web store
- Designed website and landing pages providing code, UX support, and asset creation
- Assisted in overseeing UX of buy-back campaign for both customer and internal personnel
- Led redesign of flagship product with quick-start guide
- Developed and managed brand visual standards
- Developed and helped implement new branding across company



Independent

Ring Digital

Brand Identity Refresh

Daland Solutions

Website, Brand Identity & Guidelines, Business Cards

Akron Gear

Website design, Logo

Springforth Farm

Website design/dev, Logo



Education

Columbus College of Art & Design (2001-2004)

BFA in Illustration, focus in Graphic Design



Cognitive Skills

Art Direction	Typography
Branding	Motion Graphics
Print Design	Video Editing
Logo Design	Packaging
Web Development	Mobile Design
UX/UI Design	Design Systems



Technical Skills

Adobe CC	HTML5
After Effects	CSS/SASS
MidJourney AI	Javascript
Figma	DaVinci Resolve
Sketch	Microsoft Suite



Awards

2013 GDUSA American Inhouse Design Award
(160 page catalog)