

LILY

BASILE

Senior Interaction Designer

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TECHNICAL SKILLS

UX / Information Architecture, Mood Boards, Persona Development, Prototyping, Sketching, Style Guides, Usability Testing, User Flows, Wire-flows, Wireframing, UserZoom

Technology / Adobe Creative Cloud Suite, Adobe XD, Axure, Balsamiq, Excel, Figma, Google Suite, Sketch

Paid Social / Facebook, LinkedIn, Twitter

Paid Search / Google Ads, Microsoft Ads, Yahoo Native

EDUCATION

University of Michigan
Ann Arbor, MI
B.A. Communications, 2019

TRAINING

Cappo Sales Certificate
Stamps Art & Design Focus

General Assembly
2020
UX Design Immersive

Hi, I'm Lily! A results-driven Interaction Designer with experience in developing creative design solutions through iterative and dynamic ideation in both the Adobe Creative Suite and Figma.

Comfortable working in a collaborative environment and adapting to client needs. Extensive experience in developing customized digital solutions in Sketch and Miro.

WORK EXPERIENCE

Blue Shield of California / Senior Interaction Designer

January 2022 – June 2024 / Remote

- **DELIVERED** low to high-fidelity prototypes in Figma for 5 agile teams arranging developer hand-off with QA
- **STRATEGIZED** user testing for pain points in the billing & payments flow that provided a seamless design release with 41% adoption of the new experience in the first month
- **ASSISTED** in on-boarding of growing team and 5 new employees, providing guidance and managing agile team relationships
- **DESIGNED** and iterated on Brand Refresh and new Design System component libraries, working with development to publish them to our codebase for our broader UX and development teams to pull from
- **RESEARCHED**, iterated, and shipped MVP of the Member Health Record, an experience that gives 380,000 Medicare members a holistic view of their health footprint

Blue Shield of California / Interaction Designer – Contract

June 2021 – January 2022 / Remote

- **DELIVERED** new flows and high-fidelity prototypes in Figma for 5 lines of the business including Billing & Payments and Submission of Claims
- **STRATEGIZED** new tests to decrease friction while providers and members fill out claim and advanced estimate forms
- **COORDINATED** developer hand-off, providing continuous and timely feedback to ensure seamless releases

Kitch / UX Designer – Remote, Contract

March 2021 – July 2021 / Remote

- **PERFORMED** full-site re-design—landing page, listings pages for over 150 kitchens, and how-to pages, to fit the look and feel in Adobe XD
- **STRATEGIZED** and built a new booking flow for host kitchens and bookers to provide information needed for the final booking contract

3Q Digital / Digital Marketing Account Coordinator

July 2019 – Sept 2020 / Chicago, IL

- **PERFORMED** creative testing for 2 display channels to identify most effective assets across channels, increasing click through rates by 20%
- **MANAGED** SEM production tasks for 5 clients to detect trends in KPIs for bid and account optimizations
- **STRATEGIZED**, built, and launched 3 international client account restructures to best fit company-search marketing needs