

# Lisa Huang

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## EXPERIENCE

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### UI/UX Designer

*Freelance*

**Oct 2024 – Present**

*EMEA/UK*

- Provided freelance UI/UX services for multiple tech startups, **leveraging Figma to create wireframes, prototypes, and user flows.**
- Conducted user interviews and testing to validate design decisions, ensuring seamless collaboration with product managers and developers.
- **Implemented scalable design systems** and best practices across diverse projects, successfully delivering both UI and UX solutions that enhanced product usability.
- Advised on iterative product improvements based on user feedback, driving increased adoption and satisfaction across various MVP launches.

### Product Designer

*Sabina Bilenko LTD*

**Apr 2023 – Oct 2024**

*London, United Kingdom*

- Led production process optimisations that **reduced costs by 20% and improved delivery timelines by 15% through effective management.**
- Created and managed product content, including instructions and guides, ensuring accuracy and clarity for diverse audiences.
- Localised content for specific markets, tailoring messaging to different cultural and user needs.
- Collaborated with marketing, design, and product teams to align content with overall user experience strategies.
- Simplified technical and complex information into easy-to-understand content for both users and stakeholders

### Studio Assistant (Internship)

*Galia Lahav*

**Sep 2020 – Apr 2023**

*Remote, United States*

- Assisted in managing social media campaigns, including content creation and scheduling, to support seasonal launches.
- Conducted competitor analysis to inform strategies and identify trends within the luxury market.
- Supported team members during photoshoots and events, capturing real-time moments for social media use.

## SKILLS

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- **Tools:** Adobe Creative Suite, Canva, Figma, and video editing tools.
- **Visual Design:** Workflows, wireframes, and polished high-fidelity mockups.
- **User Research:** Usability testing, surveys, and interviews to validate and refine designs.
- **Collaboration:** Adept at working with engineers, PMs, and stakeholders to align on design goals and implementation strategies.
- **Technical Awareness:** Basic familiarity with HTML and CSS

## EDUCATION

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### University of the Arts London

*BA (Hons) Design and Development (First Class Honours)*

*London, United Kingdom*

## CERTIFICATIONS

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- Google: Conduct UX Research and Test Early Concepts
- CalArts: UI/UX Design
- Adobe Certified: Visual Design Using Photoshop