LILY BASILE

Product & UX 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

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

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 Product 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 / UX Designer 3
January 2025 – Present / Remote

- **REDESIGNED** & shipped the Member Dashboard to all members backed by 18 rounds of testing and iteration.
- **DELIVERED** final MVP iteration of the Member Health Record for all 6 million members of BSCA.
- **CREATED** and researched blue-sky Behavioral Health experience to be developed in 2026 and released to better support users looking for resources that are currently buried.
- **DESIGNED** and iterated on the Mobile Design System to ensure a cohesive digital presence across the Responsive Web & our app.
- **SHIPPED** the pilot of personalization for our members using claims data to inform promoted programs on the member dashboard.

Freelance / User Experience Designer
Boon Health / November 2024 – December 2024 / Remote

- **PERFORMED** QA site audit of newly launched site for Boon Health, providing feedback on UX best practices using WCAG guidelines
- **EVALUATED** the user journeys and user flows focusing on path to capture prospective clients and breakpoints for cohesion

The Clean Table / June 2024 – July 2024 / Remote

- **DELIVERED** low to high-fidelity prototypes in Figma to client, implementing feedback in our ideation and design process
- **PRODUCED** and launched final site in Squarespace for both lead generation and blog posts

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 for iOS, Android & Web App
- **STRATEGIZED** user testing for pain points in the billing & payments flow with a seamless design release with a less than 1% bounce rate in the first month in Responsive Web App
- **ASSISTED** in onboarding growing team and mentoring 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 utilize
- **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 on iOS, Android, and Web App

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 on Web App
- **COORDINATED** developer hand-off, providing continuous and timely
  feedback to ensure seamless releases in iOS, Android and Web App

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

Pink & Onyx / Co-Founder & Creative Director
July 2020 – Nov 2021 / Chicago, IL
- **SKETCHED**, prototyped and launched official website for Pink & Onyx
  using Figma & Wix including the feature to take orders and CRM
  (including order confirmation emails, quote emails, etc)
- **MAINTAINED** seasonally changing products on the E-commerce site
  while evaluating site users feedback and providing insight to their
  product questions
- **DESIGNED** and launched 2 collections of embroidered linens with
  design illustrated templates created on Adobe Illustrator
- **MANAGED**, illustrated and quoted pricing for custom piece requests
  submitted through Instagram or the official website

3Q Digital / Digital Marketing Account Coordinator
July 2019 – Aug 2020 / Chicago, IL
- **PERFORMED** site QA for clients, such as Redfin, noting any areas of
  improvement, such as disconnected buttons or disjointed user flows
- **CREATED** dynamic reports for JumpCloud to track KPIs daily, weekly
  and monthly while also making the clients progress transparent
- **WROTE** effective and culturally relevant ad copy to increase traffic to
  clients' websites and in turn their conversions or leads
- **CONDUCTED** A/B testing for client copy and ad images to ensure high
  performing ads are launched on Google and Bing
- **MANAGED** Postmates international Google & Bing SEM Accounts and
  conducted account optimizations to work towards meeting and
  exceeding goal KPIs