

UX/UI Designer

Lily Biglari

📍 London, UK

📖 Education

PRINCE2® Foundation and Practitioner

The Knowledge Academy - Certificate
2021 - Present

Project Management Course consisting of 2 exams.

UX Design Program

CareerFoundry - Certificate
2020 - 2021

200+ hours of assessed work covering user-centred UX and UI Design.

Environment, Politics & Development

SOAS, University of London - MA
2017 - 2018 | Merit

Politics & International Relations

University of Manchester - BSocSc
2014 - 2017 | 1st

🔍 Skills

User Research & User Testing
Information Architecture
UX Copywriting
Wireframing & Prototyping
Visual Communication
Interaction Design

Creative Thinking
Problem Solving
User Empathy
Communication Skills
Project Management Skills

🛠 Tools

Adobe XD	Miro
Figma	Airtable
Framer	Zapier
Illustrator	Wordpress
Bootstrap	Elementor
UsabilityHub	
Optimal Workshop	

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UX/UI designer with a background in HR, Research & Communications in the Healthcare Industry. Experienced in designing and delivering solutions that improve the patient and employee experience, as well as optimising workflows and processes. Passionate about problem solving and doing impactful work to improve people's lives.

✍ Projects

Study Club

UI Design Project | 2021 - 3 month project

- Designed the visual interface, information architecture, and user flows of a responsive web app for online students using mobile and desktop devices.
- Analysed user research findings to locate crucial pain points and uncover features to be implemented and iterated on in the design.
- Created low, mid and high-fidelity wireframes, mockups, and an interactive prototype using Framer, to present to stakeholders for approval & feedback.

Healthful

UX/UI Design Project | 2021 - 6 month project

- Conducted competitive analysis and user research to identify pain points and uncover how users interact with other relevant apps.
- Created wireframes, mockups, and an interactive prototype of an online health and wellbeing portal for employees.
- Planned and implemented multiple rounds of usability testing, in order to keep user feedback and needs central to the iterative design process.

📁 Experience

HR & Communications Officer

TBC Healthcare (The Bariatric Consultancy) | June 2020 - May 2021

- Researched and implemented HR Software to digitalise the department and automate workflows/processes. Reduced HR budget by 42% and money was reallocated where needed to clinical staffing.
- Conducted user research, developed user flows and initial wireframes as part of a small team working on a mobile application.
- Project Managed the production of a series of exercise videos appropriate for patients with complex health conditions and obesity.

HR, Communications & Research Assistant

TBC Healthcare | June 2018 - June 2021

- Collated data for research and compiled reports to understand patient engagement. Outcome of findings reduced room costs by 45%, money was then allocated to online clinics and e-learning.
- Experienced in drafting clear and professional staff, admin and HR processes and policy documents.
- Designed and developed social media posts and patient/staff resources to improve brand cohesion and modernise the materials.