LILY MEHER

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Websites, Portfolios, Profiles

- Portfolio
- linkedin.com/in/lily-m-4396a7a1

PROFESSIONAL SUMMARY

Senior UI/UX/Product Designer with extensive experience designing **enterprise workflow experiences** for complex and regulated products. Expertise in mobile-first, responsive web, iOS, Android, and kiosk applications. Leading end-to-end product design from research and strategy through wireframing, prototyping, and delivery. Experienced in leveraging **AI, Generative AI (GenAI), and Agentic AI** to design intelligent workflows, AI-powered assistants, conversational experiences, and task automation. Skilled in applying **human-AI collaboration, AI agent workflows, and contextual recommendations** to simplify complex processes and improve user productivity. Proficient with **Claude**, **ChatGPT, Microsoft Copilot, Figma AI, and GenAI tools** to accelerate research, ideation, prototyping, and design workflows while creating intuitive, scalable, and accessible experiences aligned with business goals.

CORE STRENGTHS

Enterprise UX & Modernization: Legacy Application Modernization · Complex Workflow Simplification · Data-Intensive Applications · Workflow Design
UX Leadership: UX Strategy · Stakeholder Collaboration · Design Critique · Mentoring · Design Excellence · Design Systems · Design QA · Cross-Functional Delivery
AI-Enabled Product Design: Generative AI Experience Design · Conversational AI · AI-Assisted Research & Ideation · Microsoft Copilot · ChatGPT · Figma AI · Claude · Notion AI

TECHNICAL PROFICIENCIES

Design & Prototyping: Figma, Figma Make, Figma AI, Sketch, Adobe Creative Suite, InVision, Axure RP, Miro, FigJam, Whimsical
UX Research & Strategy: User Research, Stakeholder Interviews, Contextual Inquiry, Personas, Journey Mapping, User Flows, Information Architecture, Usability Testing, A/B Testing, Heuristic Evaluation
Design Systems & Handoff: Component Libraries, Design Tokens, Variables, Properties, Variants, Auto Layout, Redlining, Developer Handoff, Design QA, Accessibility/WCAG
Front-End & Technical: HTML5, CSS3, Basic JavaScript, React, Angular, Responsive Design
Delivery & Collaboration: JIRA, Confluence, Rally, Azure DevOps, Agile/Scrum

PROFESSIONAL EXPERIENCE

March 2026 - Current
Remote

Senior UX Designer / Freelance

Addressed diverse design challenges by understanding client needs and delivering effective, user-centered design solutions..

May 2021 - Feb 2026
Santa Ana, CA (Remote)

Senior UX/Product Designer / First American Financial Corporation

- Led UX strategy, research, and product design for a large-scale B2B Escrow Platform, transforming a 30-year-old legacy desktop application into a modern, user-centered experience for escrow officers nationwide.
- Designed and optimized complex escrow officer workflows and core product features, streamlining business processes, improving operational efficiency, and enhancing the overall user experience.
- Designed and managed First American SharePoint sites, pages, navigation, and information architecture, improving enterprise collaboration, content discoverability, and knowledge sharing across cross-functional teams.
- Drove the end-to-end UX process by conducting stakeholder interviews, user research, journey mapping, usability testing, wireframing, interactive prototyping, and high-fidelity design, translating complex business requirements into intuitive, scalable solutions.
- Leveraged Figma, Figma Make, and FigJam to build and maintain scalable design systems, including design tokens for color, typography, spacing, shadows, borders, and corner radius; reusable component libraries, Auto Layouts, variables, properties, and variants. Collaborated closely with product managers, engineers, and business stakeholders in Agile/Scrum environments to ensure design consistency and scalability.
- Utilized AI-powered tools, including Claude, ChatGPT and Microsoft Copilot to accelerate research synthesis, ideation, content generation, wireframing, and prototyping, improving design efficiency while ensuring solutions met usability, accessibility (WCAG), and business objectives.
- Designed AI-powered user experiences and contributed to an Escrow IQ Chatbot hackathon initiative, exploring conversational AI solutions to improve productivity and customer support.
- Mentored junior designers, provided design critiques, and championed UX best practices and design standards across multidisciplinary teams.
- **Tools used:** Figma, Figma AI, FigJam, Sketch, Miro, Notion, InVision, Axure, Whimsical

Dec 2017 - Nov 2020
San Francisco, CA

Senior UX/Product Designer / Western Union

- Led cross-platform product design across responsive web, mobile app, and retail kiosk, including Western Union Global Money Transfer and Amazon PayCode experiences.

- Lead design and research efforts for Western Union Global Money Transfer and Amazon PayCode products.
- Directed user research initiatives, applying diverse methodologies to uncover user needs and translating insights into personas, journey maps, and strategic recommendations.
- Collaborated closely with other UX Designer, Product and Engineering teams to align business requirements, and scalable design solutions.
- Created wireframes, prototypes, detailed design specifications, and product flows for Kiosk, Mobile Onboarding, Secure Login, and Partner Integrations.
- Drove usability improvements through design reviews, heuristic evaluations, A/B testing, and usability testing to ensure consistency, quality, and measurable impact.
- Work with engineering teams and facilitate design implementation.
- **Tools used:** Figma, Sketch, Adobe Creative Suite, InVision, Axure, Adobe XD, Vimeo

Jan 2015 - Nov 2017
San Jose, CA

UX Specialist / Cisco Systems

- Led UX and visual design across multiple Cisco products and enterprise solutions, including Business Critical Services (BCS) workflows, Kiosk, Team Sync-up application, APR Nameplate, and Map Redesign initiatives.
- Delivered cohesive, user-centered experiences across desktop, mobile, enterprise, and large-screen platforms while collaborating with cross-functional teams to create intuitive workflows and scalable design solutions.
- Designed enterprise applications and user workflows for SaaS platforms, including Salesforce ecosystems and complex estimation workflows, while aligning with Pega implementation requirements and Cisco's enterprise architecture.
- Designed end-to-end visual and interaction assets, including custom icons, illustrations, low- and high-fidelity wireframes, detailed visual specifications, and production-ready UI designs.
- Simplified highly complex data structures and workflows into intuitive, digestible interfaces, improving usability, reducing cognitive load, and enabling faster decision-making for enterprise users.
- **Tools used:** Adobe Creative Suite (Photoshop, Illustrator), Paper Sketches, Whiteboarding

Apr 2013 - Dec 2014
Sunnyvale, CA

Senior UI/UX Designer / Yahoo!

- Served as a Senior UX Designer for Yahoo! Membership team, leading the design of responsive web applications across mobile, tablet, and desktop platforms.
- Defined product features, user flows, interaction patterns, and scalable design standards to ensure consistent and user-friendly experiences across devices.
- Led the end-to-end UX design process for a high-profile quote generation application, collaborating with product managers, engineers, and stakeholders to translate business requirements into intuitive user experiences.
- Developed user personas, task flows, wireframes, prototypes, and high-fidelity clickable mockups that streamlined complex workflows and improved usability.
- Designed low- and high-fidelity mockups for Yahoo! Wishlist and Watchlist features, focusing on usability, visual consistency, and responsive behavior.
- Produced detailed UI specifications, annotations, and redlines to support accurate engineering implementation and smooth cross-functional collaboration during development and handoff.
- **Tools used:** Adobe Creative Suite (Photoshop, Illustrator), Paper Sketches, Whiteboarding

Sep 2012 - Mar 2013
San Jose, CA

UI/UX Designer / eBay

- Served as a key UX Designer for the redesign of the eBay HR Hub application, collaborating with stakeholders, product managers, and cross-functional teams to gather requirements, analyze user needs, and identify pain points that informed user-centered design solutions.
- Created low- and high-fidelity wireframes, mockups, interactive prototypes, and visual assets including custom logos and icons using Photoshop, HTML, and CSS to enhance usability, streamline workflows, and strengthen the overall user experience.
- Partnered closely with product managers and engineering teams throughout development, supporting front-end implementation, conducting design reviews, QA testing, and usability validation to ensure successful delivery and alignment with business objectives.
- **Tools used:** Adobe Creative Suite (Photoshop, Illustrator), Paper Sketches, Whiteboarding, HTML, CSS

EDUCATION

- **Bachelor of Science (B.Sc.)** / Sambalpur University
- **UX Design & User Research Certification** / Product Institute