Lucy Paul
Sr UX Designer

www.lucypaul.com
linkedin.com/in/lucypaulux
luluprintstudio@gmail.com
Pound Ridge, NY
917.991.4006

About

Experienced product designer delivering excellent user experiences. Currently leading end-to-end product design at FIS Global, a Fortune 500 fintech giant, specializing in B2B branding solutions, AI technology, and Figma expertise.

Experience

FIS Global / Sr UX UI Designer

AUG 2023 - PRESENT, NY REMOTE

- Lead global fintech UX UI initiatives, conducting qualitative and quantitative research to develop solutions within AI learning software.
- Utilize Figma expertise to drive seamless collaboration and deliver innovative B2B design solutions for both IOS and Android platforms.
- Maintain design systems, component libraries, interactions, and prototypes.

Kashwere / Sr UX Product Designer

MARCH 2020 - JUNE 2023, NY REMOTE

- Enhance E-Commerce experiences through problem-solving, product redesign, and quality improvements to facilitate digital journeys.
- Partner with Advertising & Marketing to create on-brand experiences.
- Prioritize product vision, strategy, and innovative solutions for growth, resulting in a 15% increase in conversion rates and 20% reduced errors.

Luluburd on Amazon / Product Design

MARCH 2017 - SEPT 2021, NY, NY

- Brand creation and product sales sold on Amazon.com Seller Platform.
- Create E-commerce user content including videos, photos & listings.
- Data-informed A/B testing to achieve a 20% sales conversion rate.
- Expertise in product deliverables and AI led advertising campaigns.

Bath & Body Works / Sr Product & Experience Design

NOV 2013 - MARCH 2017, NY, NY

- Manage the Home division, achieving a 20% departmental growth and contributing to $500M annual sales globally, both in stores & online.
- Demonstrate robust e-commerce, problem-solving, and innovation skills.
- Product development, UX, trends forecasting and graphic design.

Education

FIT Bachelor Product Design
Springboard UX UI Design Intensive

Skills

Accessibility, Interaction, Responsive Design, Design Systems, Critical Thinking, Collaboration, Ownership, Leadership, Project Management, Usability Testing, User Research, Prototyping, Visual Design, Graphic Design, Color Theory, Typography, Adobe XD, Sketch, Miro, Photoshop, Illustrator, Jira, Axure, inVision, Keynote