

# LILLIAN HARTMAN

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## User Experience Designer

### EXPERIENCE

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#### User Experience Designer

*Fathom5 – Austin, TX*

October 2020 – February 2022

- Lead UX expert for different projects & for knowledge of UX best practices
- Delivered valuable high-fidelity designs for 12 projects to meet both business and customer needs
- Conducted approximately 50 qualitative research studies by interviewing users, external customers, and various stakeholders
- Created site maps, user flows, wireframes, and prototypes based on proven methodologies, stakeholder requests, and end-user feedback for 15 projects
- Led 6 workshops, including topics such as Design Thinking, the Design Process, and How to Bridge the Gap between Design and Development
- Created and executed a UX Design Process and Project Management guideline to be used by managers and executive team throughout the company
- Developed and executed extensive knowledge management and transfer plans to ensure client confidence and that current and future team members would be prepared to execute on their own

#### VIP Experience Coordinator

*Capital Factory - Austin, TX*

November 2019 – March 2020

- Created unforgettable first impressions for 500+ Capital Factory guests and VIPs by connecting people in the Texas Entrepreneur ecosystem
- Built enduring, trust-based relationships with entrepreneurs to understand business needs and use cases to ensure the most appropriate and beneficial introductions were made
- Collaborated with Partnerships, Events, Operations, and other internal teams to streamline company processes
- Assisted in the planning and execution of 50+ major events like SXSW, Austin Startup Week, and DEI in Tech

### Leadership & Service

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#### New Member Chair

*Young Women's Alliance (YWA) - Austin, TX*

June 2021 – Present

- Increased regular membership by more than 100%
- Managed the New Member Experience & welcomed 400+ members to YWA
- Ensured a smooth transition from new to active member status by creating and executing new engagement and communication initiatives
- Planned and facilitated 5 quarterly events and volunteer opportunities for each New Member class
- Trained and mentored 7 committee members
- Created a Position Playbook to summarize the role to be utilized in the organization's annual turnover

#### Social & Community Coordinator

*Austin Design Week - Austin, TX*

July 2021 – Present

- Managed a campaign calendar for communications on social media platforms including Facebook, Twitter, and Instagram
- Produced various social media content for 10 different campaigns
- Recommended & supported the development of marketing campaign strategies
- Conducted external outreach with community members and partners for social media content
- Utilized social media analytic tools to track community engagement and draw conclusions about user data

### EDUCATION

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**University of Texas At Austin** - *Austin, TX*

July 2020 – January 2021

The UX/UI Bootcamp at UT Austin prepares you with the creative skills you need for UX research and UI design; User Centric Design Research, Visual Prototyping and Wireframing, User Interface Development, and Web Prototyping

**University of Louisville** - *Louisville, KY*

August 2012 – June 2015

Business Administration - 34 Credits

### SKILLS & INTERESTS

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**Research** – User Interviews, Usability testing, A/B Testing, Survey Design, Competitor Analysis, Personas, Data analysis

**Design** – Concept Sketches, Style Guides, Iconography, Typography, Wireframes

**Prototyping** – Storyboarding, Storytelling, Card Sorting, Site Mapping, User Flows, UX Writing

**Applications** – Figma, Sketch, Miro, Mural, Asana, Trello, GitLab, GitHub, InVision, Slack, Adobe Creative Suite, Microsoft Suite, Google Suite, Google Analytics

**Collaboration** – Organizing Workshops, Design Critiques, Curiosity, Empathy, Communication, Teamwork, Detail Oriented