

Lillian Hartman

User Experience Designer

Experience

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

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
- 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, Instagram, and LinkedIn
- 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



Contact

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Education

- UX/UI Design Certificate of Completion

University of Texas At Austin

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

- Business Administration - 34 Credits

University of Louisville

August 2012 – June 2015

Skills & Tools

- Figma & Sketch
- Miro & Mural
- Adobe Creative Suite
- Microsoft Suite
- Google Suite
- Design Thinking
- User Research
- Information Architecture
- Prototyping
- Storytelling
- Asana & Trello
- GitLab & GitHub