Davia Lilly
Product Design Leader

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Summary

Visionary Design Leader with 20+ years of experience building and scaling high-performing design teams. Proven success in aligning design strategy with business objectives, increasing engagement, and driving revenue growth through strategic design leadership and cross-functional collaboration.

Areas of Expertise

- **Design Leadership** – Driving business outcomes by empowering teams, communicating effectively, setting clear product vision, and optimizing design processes.
- **Design Strategy** – Aligning creative solutions with business goals, ensuring continued profitability, engagement, and growth.
- **Product Design** – Delivering user-centric digital experiences through research, interaction design, and visual execution.

Experience

Finn Partners • Studio Director
Remote • 11/ 2024 – Present

Built and led a high-impact design team of seven, driving project efficiency. Developed scalable design strategies that enhanced brand visibility and accelerated campaign effectiveness by staying ahead of design trends, emerging technologies, and industry best practices to evolve our design practice. Spearheaded workflow optimizations that improved on-time project delivery, while mentoring talent to achieve a increase in design execution speed.

Key Responsibilities & Achievements:

- Led the team in delivering high-quality design under tight timelines and evolving priorities.
- Owned the end-to-end design process, from discovery through execution.
- Collaborated cross-functionally with product, engineering, research, and marketing to define and deliver impactful solutions.
- Ensured design quality and alignment across initiatives, balancing vision with detail.
- Partnered with design leadership to maintain a cohesive customer experience across products.
- Built and nurtured a high-performing, customer-obsessed design team in a fast-paced, ambiguous environment.

UX Lead
Remote • 11/2022 – 11/2024

Worked collaboratively with product, engineering, design, content and user research teams to boost in customer satisfaction by leading UX strategy grounded in data-driven insights. Developed scalable design systems that improved efficiency by considering customer feedback, maps, personas, user research, technical constraints, and opportunities to create end-to-end experience design concepts that support business and consumer objectives. Partnered with cross-functional teams to accelerate product delivery to increase feature adoption.

Key Responsibilities & Achievements:

- Designed intuitive, high-impact interfaces that improved engagement.
- Lead the concepting and design of new products or services and pilot these concepts in market, and consult on deployment and implementation.
- Streamlined design-to-development workflows, boosting efficiency by testing prototypes through user interviews, coordinating in-depth usability testing, mining user analytics.

Driven Media Group • Lead UX/UI Designer
Baltimore, MD • 05/2021 – 10/2022

Enhanced digital platform engagement through user-centered design strategies that prioritized usability and clarity. Established a scalable design system that streamlined collaboration between design and development, accelerating project timelines. Delivered high-impact UI designs that contributed to stronger conversion performance and improved customer retention.

Key Responsibilities & Achievements:

- Developed WCAG-compliant, mobile-first designs that significantly improved accessibility and overall user experience.
- Led the concepting and design of new digital products and services, piloting innovative concepts in market and consulting on their implementation.
- Conducted A/B testing and user research to continuously refine design strategies and improve click-through performance.
- Drove UX/UI innovation across multiple marketing campaigns, leading to increased customer engagement and long-term loyalty.

Innosoft • Senior Digital Designer
Baltimore, MD • 03/2020 – 05/2021

Led UX/UI design for federal projects, improving usability and accessibility through research-backed solutions. Managed Medicaid.gov and InsureKidsNow.gov redesigns, enhancing user experiences and ensuring compliance with USWDS standards.

Key Responsibilities & Achievements:

- Improved engagement through research-driven design by developing enhancements such as quantitative data and qualitative feedback into actionable next steps.
- Developed scalable frameworks aligned with USWDS guidelines, improving consistency.
- Mentored junior designers and optimized workflows to improve design execution.

Charles Street Research • Director of Digital Strategy
Baltimore, MD • 07/2017 – 03/2020

Defined and implemented a digital transformation roadmap that drove growth and innovation. Led cross-functional teams to integrate digital strategies, boosting business performance. Achieved a $25M revenue impact through strategic UX investments.

Key Responsibilities & Achievements:

- Developed digital roadmaps aligning with strategic business goals.
- Led cross-functional teams through digital transformation initiatives.
- Identified growth opportunities to increase revenue through UX investments.

Evergreen Health • Director of Web and Communication
Baltimore, MD • 08/2014– 04/2017

Increased membership by 220% through strategic digital campaigns. Directed web strategy, improved UX accessibility, and optimized marketing channels to maximize engagement.

Key Responsibilities & Achievements:

- Developed and managed evergreenhealth.com to support business growth.
- Integrated digital channels to improve audience engagement.
- Reduced marketing spend while improving ROI through predictive modeling

Center for Health Security • Director of Web and Communication
Baltimore, MD • 10/2008 – 06/2014

Developed impactful digital strategies that improved online visibility and user engagement. Enhanced website functionality, navigation, and accessibility to align with federal compliance standards.

Verizon Communications • Art Director
Baltimore, MD • 03/1998 – 10/2008

Led creative direction for digital projects, improving design consistency and strengthening brand identity. Managed cross-functional collaboration to deliver high-impact visual solutions.

Education
Master of Science, Management: Marketing
University of Maryland University College

Graduate Certificate, Strategic Communication
University of Maryland University College

Bachelor's of Arts, Communications
Hood College

Technical Skills

Design Tools: Figma, Adobe XD, Miro, Google Optimize, Illustrator, InDesign, Photoshop, Salesforce Marketing Cloud
Development Tools: HTML/CSS, JavaScript, WordPress **Analytics Tools:** Google Analytics, Usertesting.com, Heatmap Analysis **Collaboration Tools:** Slack, Asana, Jira **UX Skills:** Visual Design & Branding, User Interface Design, User Experience Design, Responsive Design, Market & User Research, Wire-framing & Prototyping, Information Architecture, User Flows