LILY HOMER
224-234-1768 · Chicago, Illinois
lilydhomer@gmail.com · https://www.lilyhomer.com · https://www.linkedin.com/in/lilyhomer/

User-centric web designer with a certificate in UX/UI, prioritizing communication, empathy, and resourcefulness. 6 years of experience in web design, marketing, and communications for higher education and art organizations, and passionate about leveraging the web to work for us all. Bringing practical knowledge to improve web inclusivity and usability with degrees in architecture and fine art.

PROJECTS

Bloomspace Architectural Design/Build Firm Website · https://www.lilyhomer.com/bloomspace
Website build for an eco-architectural renovation service
· Proto persona, heuristics evaluation, user research, site mapping, wireframing, prototyping, and user testing
· Figma, Photoshop, Illustrator

Department of Energy website redesign · https://www.lilyhomer.com/redbook
Overhauling the UX and UI to improve navigation and wayfinding elements, information quality, and brand cohesion
· Proto persona, heuristics evaluation, user research, site mapping, wireframing, prototyping, and user testing
· Figma, Photoshop, Illustrator

LGBTQ+ Organization website redesign · https://www.lilyhomer.com/sfsnad/stonewall-columbus
A more streamlined navigation system, clean aesthetics, and showcasing of the organization's people and mission
· User and stakeholder interviews, user persona and journey development, style guide, wireframing, and prototyping
· Figma, Photoshop, Illustrator

EXPERIENCE

Northwestern University · Chicago, IL · 2021 - Present
Senior Communications Coordinator
· Produced 6 front-end website builds from content strategy to launch in first full year, implementing high standard of accessibility and usability, collaborating directly with clients, and promoting SEO best practices
· Increased overall website accessibility by 20%, quality assurance and by 30%, and decreased Level A accessibility issues by 94.3% in first full year; lead user experience interventions through user interviews, testing, and iterating
· Proactively lead CMS, Adobe Suite, and web accessibility training sessions and one-on-one consultations for internal clients on a weekly basis

The School of the Art Institute of Chicago · Chicago, IL · 2020 - 2021
Research Assistant, Textile Resource Center
· Managed online resource database of over 4,000 art objects for university community
· Delivered production-ready redesign mockup for high-traffic web page, centering simple, usable interface decisions

San Francisco School of Needlework & Design · San Francisco, CA · 2018 - 2019
Communications Manager & Development Associate
· Optimized company website through front-end development and design strategy, evolving brand to meet unique demographic needs of the school
· Skillfully oversaw public communications, messaging, collateral, and brand in all digital and print formats; grew social media following by 10K+

EDUCATION

Northwestern University · Evanston, IL · 2023
User Experience and User Interface Certificate

The School of the Art Institute of Chicago · Chicago, IL · 2021
Master of Fine Arts: Fiber & Material Studies

Free Code Academy · online · 2020
Responsive Web Design Certificate

Wesleyan University · Middletown, CT · 2017
Bachelor of Arts: Studio Art with Honors, Concentration in Architecture, Minor in Art History

SKILLS

UX Method
Responsive Web Design · Web Design for Accessibility · User Experience · User Research & Testing · Wireframing · User Flows · Information Architecture · Prototyping · Dev Handoff & QA · Graphic Design & Typography

Software
HTML5 & CSS · Figma · Sketch · Principle · Git & Github · Adobe Creative Suite · (Adobe XD, Photoshop, Illustrator, InDesign, Dreamweaver, After Effects) · Microsoft Office

Fabrication
Laser Cutting · 3D Printing · Wood & Metal Shop Machinery · Screen printing · Heat Press · Typography