

LILIANA LOVO

New York, NY | Sr. Product Designer | (+1) 352 642 3942 | lmlovo94@gmail.com | [linkedin.com/in/liliana-lovo](https://www.linkedin.com/in/liliana-lovo)

PROFESSIONAL SUMMARY

Detailed-oriented Senior Product Designer with 6+ years of experience delivering user-centered digital solutions, shaping design direction, and driving collaboration across teams. Skilled in building scalable systems and crafting intuitive experiences. Passionate about mission-focused work blending design and technology to create lasting impact.

EDUCATION

IE BUSINESS SCHOOL <i>Digital Business and Innovation</i>	MADRID, SPAIN JULY 2026
UNIVERSITY OF FLORIDA <i>Bachelor of Science, Digital Arts and Science Engineering</i> Cum Laude honor award.	GAINESVILLE, USA AUGUST 2018

PROFESSIONAL EXPERIENCE

CITIBANK <i>Sr. Product Designer - Full-time</i>	NEW YORK, USA JANUARY 2022 - PRESENT
- Developed Citi’s new Design System, building a unified, scalable framework adopted by 150+ designers across the organization. - Partnered with cross-functional teams, including business partners, engineers, product owners, and stakeholders, to design simplified, engaging, and intuitive user journeys for complex employee experiences. - Mentored 2 junior designers and 3 interns, providing guidance, career development, and feedback to foster professional growth and development. - Led and shaped more than 10 end-to-end internal tools used by Citi's employees, enhancing efficiency and usability for various use cases, primarily in the risk and controls realm.	
CAFE BELLA AURORA <i>Co-Founder</i>	NEW YORK, USA MARCH 2021 - PRESENT
- Co-founded a specialty coffee brand rooted in family heritage; led branding, packaging, and creative direction to bring a multi- generational story to market. - Designed and launched a user-centered e-commerce website, elevating storytelling, streamlining product discovery, and boosting brand engagement.	
CITIBANK <i>Jr. UX/UI Designer - Full-time</i>	NEW YORK, USA MARCH 2019 - DECEMBER 2021
- Created wireframes, prototypes, and UI components for consumer facing platforms, supporting senior designers in enhancing user flow efficiency. - Collaborated with cross-functional teams on usability testing and helped develop personas, user flows, and journey maps to support user-centered design decisions.	
PUBLICIS NORTH AMERICA <i>Emerging Tech - Internship</i>	NEW YORK, USA JUNE 2017 - AUGUST 2017
Designed a web application for the Emerging Technology Department, improving visibility and efficiency for 150+ employees; also advised clients in pitches, gaining direct engagement and decision-making experience.	
TARGET OGILVY & MATHER <i>Engine Digital Media Assistant - Internship</i>	MANAGUA, NICARAGUA JUNE 2016 - AUGUST 2016
Integrated design, web development, and digital advertising to drive campaign effectiveness; partnered with clients to deliver assets using Photoshop, Illustrator, and Google Developer tools.	

LANGUAGES

English (bilingual); Spanish (native).

TECHNICAL SKILLS

UX/UI | Product Design | Prototyping | Cross Collaboration | HCI | Web/App Design | Figma/Sketch | Adobe Suite.