

LILIANA LOVO

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Sr. Product Designer

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 that blends design and technology to create lasting impact.

EDUCATION

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

PROFESSIONAL EXPERIENCE

CITIBANK <i>Sr. Product Designer - Full-time</i> - 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.	NEW YORK, USA JAN. 2022 - AUG. 2025
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CAFE BELLA AURORA <i>Co-Founder</i> - 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 that elevated storytelling and streamlined product discovery, driving brand engagement.	NEW YORK, USA MAR. 2021 – PRESENT
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CITIBANK <i>Jr. UX/UI Designer - Full-time</i> - Contributed to 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.	NEW YORK, USA MAR. 2019 - DEC. 2021
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PUBLICIS NORTH AMERICA <i>Emerging Tech - Internship</i> 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.	NEW YORK, USA JUN. 2017 – AUG. 2017
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TARGET OGILVY & MATHER <i>Engine Digital Media Assistant – Internship</i> Integrated design, web development, and digital advertising to drive campaign effectiveness; partnered with clients to deliver assets using Photoshop, Illustrator, and Google Developer tools.	MANAGUA, NICARAGUA JUN. 2016 – AUG. 2016
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LANGUAGES

English (bilingual); Spanish (native)

TECHNICAL SKILLS

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