Lillian Ip-Koon

CONTACT

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🌐 www.lillianipkoon.com

PROFILE

I am a versatile and passionate Product Designer with 13 years of design experience and a background in visual design, UX/UI design and illustration.

EDUCATION

MSc User Experience Design
2019-2021, Kingston University

BA Graphic and Media Design
2008-2011, University of the Arts London

Service Design Masterclass
2023, Royal College of Art

UX Design Short Course
2018, University of the Arts London
2016, Akendi

KEY SKILLS

UX
Design Systems, Design Tokens, User interviews, Surveying, Workshop facilitation, Affinity Mapping, Personas, User Journeys, User Stories, Storyboarding, Empathy mapping, Process mapping. Lo- to hi-fidelity prototyping, User testing.

Tools
Figma, Protopie, Sketch, Miro, Mural, Maze, UserTesting, Hotjar, Adobe Illustrator, Indesign, Photoshop.

Other Skills & Interests
Illustration, Story-telling, Cantonese, Mandarin, Piano, Games, Animation.

EXPERIENCE

UX Designer/ Interim UX&D Lead
Macmillan Cancer Support, Sep 2022 - Present
- Leading the refinement of the design system, introducing and implementing design tokens, ensuring consistency, and enhancing accessibility across all digital products and services.
- Promoting the integration of a User-Centered Design approach within our work processes as an integral component of the Scaled Agile Framework.
- Enabling discussions that cater to both technical and business requirements in order to synchronize with user needs and guide the development of design solutions, navigating complex systems whilst managing stakeholder expectations.
- An integrated part of the agile delivery team, providing UX consultation, delivering UI specifications via Figma prototypes, and leading co-design sessions with developers.
- Leading design workshops with stakeholders and users.

UX Designer
Methods, Feb 2022 - Sep 2022
- Collaborating within a cross-functional team to create design solutions that are accessible, efficient, and effective for the end-users within the public sector.
- Conducting comprehensive user research involving 60+ interviews and analysis workshops and using the insights to make informed, user-centred design decisions.
- Facilitating workshops to map services as part of the research process to inform designs based on data and reasoning aimed to enhance the experience of users of public services.
- Simultaneously worked on 4 working streams, creating personas, storyboards, process maps, and user journey maps to effectively understand and analyse the needs and behaviours of end-users, leading to the development of effective and user-centered solutions.

UX/UI Designer
2Simple Software, Jul 2016 - Jan 2022
- Applying a user-centered approach to conceptualise and deliver new or redesigned Edtech products, covering the end-to-end process from concept to final delivery.
- Championed and crafted a company design system, taking into account intricate legacy issues. Enhanced consistency through a reusable and responsive design pattern library, providing support to teams during implementation and utilisation.
- Promote the integration of a user-centered approach by sharing best practices and introducing suitable tools, methods and work processes to enhance collaboration in the delivery team.
- Producing user flows, wireframes and prototypes with UX/UI specifications to support delivery with an agile approach.
- Working as part of a multidisciplinary team to refine project requirements, develop design concepts, and support delivery into implementation.

Freelance Graphic Designer
Lillian Ip-Koon, Dec 2011 - Jul 2016
- Clients included: Studio 3 Arts, Capital Age Festival, View Tube (Queen Elizabeth Olympic Park), Sparked- The Legacy List.
- Facilitating art workshops for vulnerable people.
- Art project concept Development and Branding.
- Graphic Design for print materials and brand identity.
- Illustration commissions, Event photography.