

Mia Lightsy

UX Designer

Mia is a highly skilled UX/UI Designer with a strong background in creating seamless, user-centered digital experiences. With expertise in SaaS and B2B/B2C products, she combines rigorous user research with design thinking to craft wireframes, clickable prototypes, and comprehensive design systems that bring clarity and engagement to complex workflows. Mia's exceptional skills in illustration and iconography allow her to integrate dynamic visuals that captivate users and enhance brand identity, making her an invaluable asset to any design project.

PORTFOLIO

<https://kamialightsy.pixpa.com/>

DESIGN SKILLS

UX Design, UI Design, Illustration, User Research, Design Thinking, Figma, Adobe Creative Cloud (Illustrator, Photoshop, InDesign), Sketch, UXPin, Agile, Asana, Jira, Accessibility and Inclusive Design, Affinity Mapping, Usability Testing, Persona Development, User Journey Mapping, User Flows, Sitemaps, Information Architecture (IA), Wireframes, Clickable Prototypes, Design Systems, Iconography, Digital Illustration, SaaS Workflows, B2B, B2C

RELEVANT EXPERIENCE

Predictive UX

UI/UX Designer & Digital Illustrator | Oct 2020 – present

- Led comprehensive design initiatives for six clients, including government and private organizations, delivering scalable design systems and user-friendly interfaces, increasing user engagement rates 30% for one client.
- Developed component libraries and style guides in Figma, standardizing design practices and improving design consistency, thereby reducing the likelihood of errors and enhancing collaboration across teams.
- Established a scalable design system that streamlined workflows, contributing to a 15% reduction in design delivery times, which allowed the team to focus more on innovation and quality enhancements.

Mindset Consulting

UX Designer | May 2022 – Dec 2022

- Conducted user research and design thinking workshops for enterprise SAP clients, improving user workflows and user engagement by 25%.
- Delivered polished UX solutions across product touchpoints, reducing friction and driving usability improvements.
- Streamlined onboarding processes by 30% through research-driven design, positively impacting employee integration and satisfaction rates across multiple departments, including HR, Design, and Development.

- Delivered usability enhancements across key product touchpoints, significantly reducing friction in user interactions and contributing to a more intuitive experience across multiple client systems.

The Sheldon B&B

Brand Designer & Digital Illustrator | Apr 2024 – Sep 2024

- Developed a custom color palette and typography set that resonated with the B&B's core values, fostering warmth and connection, which led to a measurable increase in guest engagement and satisfaction.
- Created a branded map of local attractions, including a popular walking trail, enhancing the guest experience and driving local tourism awareness, resulting in a notable uptick in foot traffic to local businesses.
- Delivered a suite of high-quality design assets for a comprehensive marketing campaign across digital and print media, significantly reinforcing the establishment's new identity.

Urban Leaf

Lead UI Designer | Feb 2020 – Mar 2020

- Enhanced the checkout flow conversion rate by 20% within three months through user-centered design and iterative testing processes, leading to increased sales and customer retention for e-commerce native mobile applications.
- Produced polished UI designs and interactive prototypes using Sketch and InVision, ensuring consistent alignment with client expectations and timely delivery of design milestones.
- Managed project timelines effectively, balancing tight deadlines with the need for quality, resulting in a more engaging and visually appealing interface that received positive feedback from users.
- Conducted extensive user testing, applying qualitative and quantitative methods to validate design solutions, ensuring that final designs met user needs and expectations.

EDUCATION

- Flat Iron School, UI Design, Brooklyn, NY, 2020