Lilia Sanabria

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Senior UI Designer with 15+ years of experience building design systems and production-ready component libraries for e-commerce, lifestyle, and healthcare brands. Built design systems from the ground up at The North Face and BPD Healthcare, with primitive and semantic token architecture, atomic components, governance, and clean engineering handoffs. Expert in Figma variables, variants, libraries, and auto layout. Brands include Oxfam America, Reebok, Bose, The North Face, Vans, Converse, Fidelity, T-Mobile, and SharkNinja.

Experience

Lead UI Designer — Design Systems
BPD Healthcare | Remote | Freelance | June 2026 – Present

- Built three design systems from scratch for BPD's agency website and healthcare and pharma client sites, including color tokens, type styles, and component architecture with props driven by spacing tokens.
- Sole designer on two pharma sites (HCP and patient), delivered in about 40 hours by reusing the system's variables, type styles, and core components, on a scope the team had expected to need three designers.
- Introduced design systems and Figma workflows to a team new to both, documenting token naming, typography, and component conventions.

Lead UI Designer — Design Systems
T-Mobile | Remote | Contract | December 2025 – March 2026

- Contributed to T-Mobile's design toolkit for the e-commerce site and native app, supporting three brands (T-Mobile, Mint, Metro) on top of the Arrow core system. One of five designers on the team.
- Restructured toolkit Figma files with a page per component, cleaned up intake components from each brand, and helped shape the governance process.
- Tested components for accessibility (dark mode, 200% scaling), worked with the Metro UX team to replace legacy components, and delivered pixel-accurate handoffs to engineering during QA.

Senior Digital Designer — Digital Campaigns
SharkNinja | Remote | Contract | September 2025 – November 2025

- Designed e-commerce and campaign assets across SharkNinja's digital channels, website, Amazon listings, email, and social, supporting product launches and seasonal campaigns.

Senior Digital Designer — Digital Campaigns
Converse | Hybrid | Contract | June 2025 – August 2025

- Collaborated with cross-functional teams to design digital assets for Converse.com, email campaigns, performance media, and paid social.
- Contributed to seasonal campaign execution from homepage modules to banner content, working within Converse's global brand system to ensure consistency across all digital channels.

Lead UI Designer — Design Systems & Global E-Commerce
VF Corporation (The North Face) | Remote | Contract | November 2022 – October 2024

- Led the rebuild of The North Face's Canvas design system, replacing a legacy Sketch component library with a scalable, engineering-ready system. Built the full component library and variables over eight months while mentoring four designers.
- Established a primitive and semantic token architecture, atomic components, documentation, and governance processes to support the e-commerce platform migration. The system shipped and stayed in use for roughly three years.
- Rebuilt the checkout and PDP components, redesigned the brand homepage, and worked with UX, PMs, and developers on a checkout overhaul that shipped and contributed to measurable revenue growth.

Senior Visual Designer — Product Launch & Art Direction
Bose Corporation | Remote | Contract | April 2022 – November 2022

- Designed and delivered a full range of campaign assets, product pages, editorial content, email, social media, in-app messaging, and landing pages, across multiple channels simultaneously.
- Supported the launch of the QuietComfort Earbuds and SoundLink Flex Bluetooth Speaker, maintaining a cohesive brand voice across every touchpoint.

Senior UI Designer — Design Systems & Digital Brand Experience
Velir | Remote | Contract | November 2021 – April 2022

- Designed custom website solutions for clients across nonprofit, healthcare, education, and B2B sectors, working within each organization's brand system to deliver consistent, user-centered digital experiences.

Design Team Lead — Digital Brand Experience
Fidelity Investments | Boston, MA | Full Time | June 2015 – July 2019

- Led the design of a comprehensive website for Fidelity Institutional, supporting a major rebrand and improving the experience for advisors and investors.
- Provided mentorship and professional development for a team of design freelancers, ensuring consistent, high-quality output across all initiatives.

Associate Creative Director — Multi-Channel Campaigns
Oxfam America | Boston, MA | Full Time | May 2013 – May 2015

- Conceived the "Wanted" theme for the 2014 Unwrapped 360° campaign, a multi-channel initiative spanning e-commerce, print ads (The New Yorker), and high-profile OOH placements including Times Square and airports.
- Directed a team of animators and ensured timely delivery across all campaign assets. Recognized with a Hatch Merit Award for design innovation.

Education

Massachusetts College of Art and Design | Boston, MA
Graphic Design Certificate | 2003 – 2005

Pontifical Universidad Javeriana | Bogotá, Colombia
Bachelor's Degree in Industrial Design | 1994 – 1999

Skills

Technical Proficiencies: Figma (variables, variants, libraries, auto layout), Design Tokens (primitive and semantic), Adobe Creative Suite (Photoshop, Illustrator), Jira, Microsoft Office, Confluence

Design & Creative Skills: UI/UX Design, E-Commerce, Responsive Web Design, App Design, Creative & Art Direction, Brand Identity Strategy, Typography, Interactive Media Design, Visual Design, Prototyping, Micro Animations

AI & Emerging Tools: Figma Make, Figma AI (Weave), Claude, ChatGPT

Project Management & Leadership: Design Systems and Governance, Brand Guidelines, Cross-Department Coordination, Collaboration & Team Leadership, Mentorship & Training

Accessibility & Soft Skills: WCAG and ADA Accessibility, Communication (Verbal & Written), Creative Problem-Solving, Storytelling & Storyboarding, Design Thinking, Visual Communication