

Lilia Sanabria

Lead Digital Designer | UI, Visual Design & Design Systems

lpssanabria@gmail.com | liliasanabria.com | linkedin.com/in/liliasanabria

Lead UI and Visual Designer with 15+ years of experience managing multidisciplinary design teams and delivering innovative digital products and marketing campaigns. Proven expertise in creating cohesive design systems, elevating user engagement, and driving business growth. Skilled in collaborating with cross-functional teams and managing multiple projects simultaneously. Portfolio includes clients such as Oxfam America, Reebok, Bose, The North Face, Vans, Puma, Ford Motor Company, and Abbott Laboratories. Seeking Lead Designer roles to leverage leadership and design expertise.

Experience

Lead UI Designer — Design Systems

T-Mobile | Remote | Contract | December 2025 – Present

Elevated T-Mobile's digital design system by extending core components and patterns for web and app. Managed production-ready Figma libraries and led pixel-accurate engineering handoffs, collaborating closely with developers during QA. Translated complex UX flows into scalable, high-fidelity UI to improve the end-to-end digital experience.

Senior Digital Designer — Digital Campaigns

Converse | Hybrid | Contract | June 2025 – August 2025

Created digital assets for Converse.com, email, and social campaigns. Delivered high-impact homepage components and performance media aligned with global brand standards and storytelling goals.

Lead UI Designer — Design Systems & Global E-Commerce (The North Face)

VF Corporation | Remote | Contract | Nov 2022 – Oct 2024

- Created a comprehensive design system to facilitate the seamless migration of The North Face's e-commerce site to a new platform, ensuring consistency and efficiency.
- Redesigned the brand's homepage, enhancing user engagement and visual appeal.
- Collaborated with the UX team to redesign the checkout flow, resulting in a significant improvement in user experience and substantial revenue growth.

Senior Visual Designer — Product Launch & Art Direction

Bose Corporation | Remote | Contract | Apr 2022 – Nov 2022

- Designed and delivered comprehensive creative assets across multiple channels, including product pages, editorial content, emails, social media, in-app messaging, landing pages
- Created assets to support the successful launch of Bose's QuietComfort Earbuds and SoundLink Flex Bluetooth Speaker new color, driving brand awareness.

Senior UI Designer — Design Systems & Digital Brand Experience

Velir | Remote | Contract | Nov 2021 – Apr 2022

- Designed custom websites for nonprofits, educational institutions, and healthcare organizations
- Improved digital performance through user-centric design strategies

Creative Team Lead — Digital Product

Curriculum Associates | Remote | Full Time | Feb 2021 – Nov 2021

- Led a team of animators to develop innovative digital products that enhance learning enjoyment and inclusivity.

- Worked closely with educators and industry leaders to design and develop engaging digital content.
- Ensured all digital materials were accessible, user-friendly, and compliant with industry standards, promoting inclusivity and equality.

Design Team Lead — Digital Brand Experience

Fidelity Communications and Advertising | Boston, MA | Full Time | Jun 2015 – Jul 2019

- Provided leadership, mentorship, and professional development for design freelancers ensuring high-quality and consistent design output across all initiatives
- Led the design of a comprehensive website for Fidelity Institutional, aligning with their rebranding initiative and showcasing their refreshed vision.
- Designed the website to meet the changing needs of advisors and investors, improving user experience.

Associate Creative Director— Multi-Channel Campaigns

Oxfam America | Boston, MA | Full Time | May 2013 – May 2015

- Creative Direction: Conceived "Wanted" theme for the 2014 Unwrapped 360° campaign.
- Multi-Channel Execution: Developed assets for e-commerce, print ads (The New Yorker), and high-profile OOH (Times Square, airports).
- Recognition: Honored 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

Design and Creative Skills

Creative & Art Direction, UI/UX Design, Responsive Web Design, App Design, Brand Identity Strategy, Typography, Interactive Media Design, Visual Design, Prototyping, Print, Micro animations

Technical Proficiencies

Adobe Creative Suite (Photoshop, Illustrator, InDesign), Figma, Jira, Microsoft Office, Confluence

Project Management & Leadership

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

Data Analysis and Optimization

Data Visualization, Conversion Rate Optimization (CRO), SEO best practices

Accessibility & Soft Skills

ADA Accessibility, Communication (Verbal & Written), Creative Problem-Solving, Storytelling & Storyboarding, Pitching & Presentations, Design Thinking, Visual Communication.