

Lilia Sanabria

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Senior UI and Visual Designer with 15+ years delivering visual direction, brand campaigns, and digital experiences for e-commerce, lifestyle, and healthcare brands. Strong foundation in art direction, multi-channel campaign execution, and brand system design, with additional depth in UI component design and design systems that makes the work more consistent and scalable. Experienced across agencies, in-house teams, and contract roles. Brands include Oxfam America, Reebok, Bose, The North Face, Vans, Converse, Fidelity, T-Mobile, and SharkNinja.

Experience

Lead UI Designer — Design Systems

T-Mobile | Remote | Contract | December 2025 – March 2026

- Extended and maintained T-Mobile's digital design system, implementing core components, patterns, and spacing rules to ensure visual consistency across web and app.
- Managed production-ready Figma libraries with strong file hygiene and delivered pixel-accurate handoffs to engineering, partnering closely with developers during QA.
- Translated complex UX flows into refined, scalable UI that enhanced the overall digital experience.

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.
- Maintained visual consistency across touchpoints while balancing brand storytelling with conversion-focused execution.

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

- Built a comprehensive design system to support The North Face's e-commerce platform migration, establishing component libraries, design tokens, and documentation that ensured visual consistency and development efficiency at scale.
- Redesigned the brand homepage and collaborated with the UX team to overhaul the checkout flow, improving user experience and contributing 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.
- Contributed to component-level design decisions that supported long-term scalability for each client.

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, Design Tokens, 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: ADA Accessibility, Communication (Verbal & Written), Creative Problem-Solving, Storytelling & Storyboarding, Design Thinking, Visual Communication