



<https://www.byblanch.work>

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NSW, Sydney, 200

LILY BLANCH

UX/UI Designer

I'm a multidisciplinary designer who says yes to anything creative. Fashion, Photography, Event management and UX/UI design. I'm passionate about crafting meaningful, inclusive experiences, whether through digital design or community focused creative work. I love connecting with people, collaborating, and bringing ideas to life in ways that make others feel seen, valued, and inspired.

QUALIFICATIONS

QUT 2025 Graduate

Bachelor of Interactive Design with a minor in marketing

WORK EXPERIENCE

Sydney/ Hybrid 2020 -
Current

Freelance Work - Multiple Companies

UX/UI Designer · Website Designer · Graphic Designer · Social Media Manager

EXPERTISE

In-depth knowledge of e-commerce and fashion focused UX design.

Proficient in Figma and Adobe Creative Cloud for digital and marketing assets

Strong visual and interaction design skills for web, apps, and campaigns.

Experience translating fashion trends and brand identity into digital design.

Skilled in creating moodboards, style guides, and brand systems.

Understanding of accessibility, responsive design, and mobile first UX

Familiar with user research, usability testing, and customer journey mapping

Opening myself up to freelance work has allowed me to collaborate with a range of clients from family owned businesses to corporate companies such as website redesigns, marketing strategies and rebranding for *Titan IND*, *Lululemon* and charities including the *Reboot Mindset Academy* featuring NRL Hall of Fame athletes Todd Carney, Mitchell Pearce, and Wayne Pearce. Across each project, I worked closely with stakeholders to ensure brand consistency, design clarity, and seamless delivery of digital experiences aligned with their creative vision.

Key Responsibilities & Achievements:

- Conducted user research, including interviews, feedback sessions, and behavioural analysis, to inform design decisions and ensure solutions met user needs.
- Created wireframes, low-high fidelity prototypes, and UI design systems using Figma, Adobe XD, Sketch, and InVision.
- Managed full website design projects from initial scoping, UX flows, and sitemap creation through to visual design and final delivery.
- Developed and maintained design systems, component libraries, and brand guidelines for clients to ensure long term consistency.
- Worked and communicated with clients online in a detailed, clear, and professional manner to ensure alignment throughout the design process.
- Represented myself and my brand professionally across all interactions, client workshops, and stakeholder presentations.
- Facilitated and organised event branding, campaign assets, and social media deliverables for client communities.
- Led client meetings and design walkthroughs, presenting prototypes, gathering feedback, and iterating based on user testing insights.
- Delivered quick turnaround updates for vector graphics, HTML, CSS, and JavaScript when required.

Sass & Bide, Queens
plaza/ James St

2022- 2023

Assistant Store Manager

Delivered high-end retail and brand experiences while applying creative, design-focused thinking to visual merchandising, client engagement, and marketing initiatives. Collaborated with influencers, boutique partners, and events to strengthen brand presence and loyalty.

Key Responsibilities & Achievements:

- Designed and maintained visual merchandising displays across clothing, fragrance, and jewelry, ensuring alignment with brand aesthetics and luxury standards.
- Partnered with brands and influencers (Barnardos Australia, Who is Elijah, Bella Buzzese) for campaigns, events, and collaborative marketing initiatives.
- Curated VIP client experiences and campaigns, translating brand identity into engaging in-store and digital touchpoints.
- Acted as Store Manager for four months, leading the team, planning rosters, and overseeing operational workflows.
- Drove sales and achieved KPIs through strategic upselling, client relationship building, and tailored product recommendations.
- Coordinated events and campaigns that bridged fashion, marketing, and customer experience, enhancing engagement and brand visibility while tracking performance against KPIs.
- Communicated with head office, other stores, and customer service teams to ensure consistent brand standards and client satisfaction.

Lululemon Athletica
Chermside, Brisbane.

2023 - Current

Educator and Community Hand

Leveraged a passion for collaborative design, wellness, and community engagement to support brand experiences and events. Worked closely with ambassadors and the community team to enhance connections, facilitate workshops, and strengthen brand presence.

Key Responsibilities & Achievements:

- Planned and scheduled community events, designing supporting materials such as digital invitations, campaigns, and assets.
- Collaborated with ambassadors to build lasting relationships and support social presence initiatives.
- Applied trend awareness and understanding of community needs to inform event content, visual displays, and brand activations.
- Participated in and facilitated workshops, fitness classes, and community experiences to promote engagement and product education.
- Shadowed and partnered with community leads to deliver inclusive, inspiring experiences aligned with brand values.
- Developed communication, networking, and project coordination skills through consistent interaction with community members and team collaboration.
- Maintained visual and organisational standards for event and in-store materials, supporting integral brand presentation.

REFERENCES

Joyce Campbell

Executive Director at
REBOOT Mindset
Academy

0408 264 500

Troy Sawdy

CEO of Titan IND

0432 060 735

Connie Bassingthwaighte

Community Foundations
Lead at Lululemon

0439 105 797