

Lily Homer

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User Experience (UX) Designer with 6 years experience in **information architecture, content strategy, and accessibility compliance** (WCAG 2.1) for Higher Ed institutions. Multidisciplinary background in **art and architecture drives my creative and open minded approach**. Proven success at improving usability and user satisfaction through research-driven design.

Experience

Northwestern University – Information Architect & Content Strategist

Evanston, IL | Apr 2024 – Present

Drive information architecture and content strategy for high-profile university websites, aligning business objectives and user needs into actionable deliverables – including site maps, wireframes, content models, and technical specifications – that resulted in fully redesigned resources for tens of thousands of university community members.

- Redesigned the university's [Civil Rights websites](#), surfacing critical content and developing reporting tools, topical FAQs, and a custom secondary navigation. The overhaul significantly reduced user confusion and improved task efficiency by establishing a taxonomy-driven content organization.
- Transformed the Procurement & Payment Services website, simplifying complex processes and technical language through strategic content revisions and UI enhancements, featuring advanced search capabilities and dynamic, templated layouts, improving usability for an audience of over 50,000 users.
- Created a shared Figma component library of branded, interactive design assets, accelerating cross-functional collaboration, improving delivery timelines and reducing design inconsistencies.

Northwestern University – Senior Communications Coordinator

Evanston, IL | Aug 2021 – Apr 2024

Led digital initiatives across the McCormick School of Engineering, serving as the primary contact for department and program websites. Managed creation, migration, and maintenance phases, including high-level planning, wireframes, and content mapping to earn buy-in from internal clients, for 6 engineering websites.

- Conducted user interviews and usability tests across 70 engineering websites, resulting in a 30% improvement in QA and a 94% reduction in Level A accessibility issues.
- Led weekly training sessions for staff on CMS best practices, Adobe tools, and accessibility standards (WCAG 2.1) to align departments on best standards and reduce support ticket load.

The School of the Art Institute of Chicago – Research Assistant, Textile Resource Center

Chicago, IL | Feb 2020 – Feb 2021

- Managed online object library; designed a production-ready UI/UX mockup for a high-traffic resource portal, prioritizing accessibility and user simplicity.

School of Needlework & Design – Communications Manager & Development Associate

San Francisco, CA | Sep 2018 – Jun 2019

- Redesigned and optimized company website for a niche audience via iteration and user research; created and managed digital and print communications, growing social following by over 10,000.
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Education

Northwestern University – Evanston, IL

Certificate in User Experience & User Interface Design, Oct 2022 – Apr 2023

The School of the Art Institute of Chicago – Chicago, IL

Master of Fine Arts (MFA), Fiber & Material Studies, Aug 2019 – May 2021

Wesleyan University – Middletown, CT

Bachelor of Arts (BA), Studio Art with Honors, Concentration in Architecture, Aug 2013 – May 2017