



# Lilah Higgins

DESIGN LEAD

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📍 Washington, DC, United States

## Profile

Highly motivated and **results-driven Collaborative Designer and Strategist** with a proven track record of effectively managing complex projects from conception to completion. With **14 years of experience** working with a diverse range of projects **across various industries**, I am skilled at **delivering innovative design solutions** that exceed expectations. I thrive in **fast-paced and dynamic environments**, and I possess a unique **balance of autonomy and collaboration, creativity, and strategy**.

## Employment History

### Design Lead, AvePoint, Washington, DC

January 2024 — Present

- **Influenced ~26m revenue** in my first year at AvePoint, through leadership of design-focused projects and initiatives.
- **Boosted design consistency across all product features** by spearheading the development of a Partner Program, Advisory Councils, a Thought-Leadership Brand, and Internal Brand Guidelines, reducing design iteration time by 50%.
- **Drove lead generation and elevated brand awareness** by producing and quality-checking engaging video series in collaboration with designers, communications, and product marketing teams.
- **Lead Summer Interns in rebranding Employee Core Values** and launched multiple internal and external sub-brands, including launching a DAM site, localization, while coordinating with the global design team.
- **Fostered global adoption of versatile design templates**, leading to streamlined lead generation and nurturing, through partnership with cross-functional teams to uphold high standards for design and content across the company.
- **Resonated with key stakeholders through compelling visual narratives**, collaborating closely with the data team to showcase marketing growth to executives.
- **Developed the visual language for our Partner Program**, including filming and producing case study videos with top customers which resulted in 40% YoY growth in the company revenue.

### Instructional Program Designer - Contract, Calendly, Remote

October 2022 — Present

- **Enhanced understanding of products and features for internal teams and customers** by designing and developing training collateral in collaboration with subject matter experts, ensuring content accuracy, education effectiveness, and relevance.

- **Aligned training strategies with overall business goals** by leveraging my instructional design experience and strong stakeholder collaboration skills.

### Senior Graphic Designer, Intention.ly, Remote

May 2023 — Present

- **Expanded client base from 30 to over 50** by developing website prototypes, brand designs, logos, social media content, ad campaigns, and live event collateral, working closely with account managers and directly engaging with clients.
- **Positioned clients as industry leaders** by staying updated on evolving trends within the financial industry and aligning clients' design materials and marketing collateral with the latest technologies and design aesthetics.

### Graphic Designer, loanDepot, Remote

October 2022 — February 2023

- **Visualized and presented quarterly tech initiatives to CEO and EMT members-**, demonstrating ability to work with high-level stakeholders and effectively communicate complex technical concepts.
- **Enhanced team communication and project management** by collaborating closely with the Enterprise Creative team to develop and launch impactful social media campaigns and internal communication designs.

### Visual Communications Specialist, loanDepot, Remote

November 2021 — October 2022

- **Improved team communication and provided real-time progress updates** by leading the Enterprise Optimization rebrand initiative and building an interactive Asset Library via SharePoint.
- **Supported transition to Agile framework** by becoming a Certified Leading SAFe Agilist and developing comprehensive training materials for the entire company.

### Owner & Lead Designer, Higgins Creative Agency, Remote

September 2011 — February 2021

- **Founded and led a six-figure brand agency**, working with a diverse range of clients to create clear, concise, and cohesive brand messaging.
- **Developed extensive brand strategies, visual identities, and marketing materials** that resonated with target audiences, leveraging a strong background in art and design.

## Links

[Portfolio Site](#)   [LinkedIn](#)   [Design Metrics](#)   [Writing Examples](#)

## Skills

Adobe Creative Cloud

Google Suite

Microsoft 365

Figma

Asana Certified Pro

Leading SAFe Certified

HTML & CSS

Illustration

## Courses

### Foundations of UX Design, Google Certification

November 2024 — Present