

DOROTHY LY

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SUMMARY

Product designer with a background in graphic design, turning complex, multi-stakeholder workflows into simple, accessible digital experiences across payments, enterprise CMS, and B2B platforms. End-to-end practitioner across discovery research, interaction design, prototyping, and front-end implementation (HTML, CSS, JavaScript), so design intent survives the handoff to engineering. Treats WCAG/ADA accessibility as a first-frame constraint rather than a final audit, and partners closely with engineering, product, and content stakeholders from concept through launch. Hands-on with AI-assisted design tools (Claude, Cursor, v0, Figma Make) and genuinely curious about the design-to-code pipeline — how design decisions get expressed, translated, and scaled through tooling — and motivated to work on the products that make that pipeline better for everyone.

EXPERIENCE

Product Designer — Web & Platform — Kurv (formerly Electronic Merchant System)*Jul 2025 – Present*

- Design end-to-end experiences for merchant-facing payments platforms, partnering with engineering, product, content, and marketing to translate business and user needs into intuitive, conversion-focused interaction flows.
- Maintain UX consistency, WCAG/ADA accessibility, responsive behavior, and design-system alignment across digital properties, treating accessibility as a baseline requirement rather than a late-stage check.
- Contribute to iterative redesigns informed by analytics, usability insights, and behavioral data, refining flows to reduce friction across a fraud-sensitive, regulation-aware merchant user base.
- Use AI-assisted tools (Claude, Cursor, v0, Figma Make) to accelerate prototyping, content generation, and front-end implementation, closing the gap between design intent and shipped product.

Web Designer — Kurv (formerly Electronic Merchant System)*Jul 2024 – Jul 2025*

- Designed and optimized responsive digital experiences within CMS environments, improving usability, accessibility, and mobile interaction patterns for a merchant and small-business audience.
- Collaborated directly with stakeholders, sales, and clients to build user-centered solutions aligned to business goals, gathering requirements and feedback throughout development.
- Supported iterative UX improvements through QA testing and analysis of user interaction data, catching usability gaps before they reached production.
- Applied interaction design and accessibility best practices to strengthen navigation and overall usability across the platform.

Freelance Graphic & Digital Designer — Self-Employed*May 2012 – Present*

- Partner directly with nonprofit stakeholders and program leads to understand campaign goals and audience needs, starting from organizational mission rather than assumptions.
- Translate broad, conceptual briefs into print collateral, branded materials, and social media content spanning multiple concurrent nonprofit engagements.
- Manage project delivery end-to-end, balancing competing stakeholder priorities and iterative feedback under tight nonprofit timelines and budgets.
- Maintain visual and brand consistency across print and social channels, adapting a single campaign concept to multiple formats and platforms.
- Integrate AI-assisted tools to accelerate ideation and content generation for campaign and social media work.

Digital Designer & Web Content Manager — Tarkett*Mar 2020 – Feb 2024*

- Partnered with cross-functional teams to optimize digital experiences through UX audits, usability evaluations, and iterative, data-informed design changes.
- Conducted usability evaluations to identify friction points and improve navigation and cross-device experience for multiple, simultaneous user populations.

- Analyzed behavioral metrics — heat maps, click-through rates, engagement trends — to guide flow and layout decisions, closing the loop between data and design.
- Designed and shipped responsive pages and campaigns across Kentico, Drupal, and HubSpot while maintaining accessibility and visual-system consistency at scale.
- Contributed to scalable content standards supporting long-term usability and brand alignment across a large, multi-audience CMS environment.

SKILLS

UX & Product Design: User-Centered Design, Interaction Design, Visual/Design Systems, Wireframing, High-Fidelity Prototyping, UX Audits & Usability Testing, Responsive Design, Accessibility (WCAG 2.1 AA / ADA), User Flows, Information Architecture

Security & Trust-Adjacent: Fraud-sensitive and PCI-aware payment UX, regulated/compliance-conscious workflows, accessibility-first design for varied and vulnerable user populations

Collaboration & Delivery: Cross-Functional Partnership with Engineering, Product, and Content, Agile Workflows, Stakeholder Communication, QA Testing, Rapid Iteration, Workshop Facilitation

Front-End & Tools: Figma, HTML, CSS, JavaScript, Adobe Creative Cloud, WordPress, Drupal, Kentico, HubSpot, GitHub, Google Analytics

AI-Assisted Workflows: Claude, Cursor, v0, Figma Make — used for research synthesis, rapid prototyping, stress-testing concepts, and front-end implementation

EDUCATION

M.A., Visual Communication — Kent State University, Kent, OH

B.S., Nutrition — The Ohio State University, Columbus, OH

UX/UI Design for Gaming — ELVTR