



Liliya Akhmarova

UX/UI, Product Design

🌐 liliyaspencher.com | password: lily-portfolio

✉ spencerliliya@gmail.com

☎ +65 84247170

🛂 Permanent Resident (SG PR)

🌐 linkedin.com/in/lily-spencer-79781280

Skills

User Interface (UI)
User Experience (UX)
Graphic Design
Branding
User Testing & Research
Wireframes
Rapid Prototyping
Workshops
Data Analysis
Machine Learning
Artificial Intelligence
Social Media Marketing
Project Management

Tools

Figma
Adobe XD
Adobe Premier Pro
Adobe Photoshop
Adobe Illustrator
Adobe Dreamweaver
Adobe InDesign
CorelDraw
HTML5 & CSS3
Python
JavaScript
Keynote
Microsoft Office
Canva
Play.HT

Education

- Bachelor's Degree in A.I. and Data Analysis (S.U. Witte University, Russia) 2021-2025
- Diploma in Art & Graphic Design (College No 1, Russia) 2008-2011
- Art School (Russia) 2004-2009

Certificates

- 3D Studio Max. 2011
- Adobe Illustrator. 2016
- Adobe InDesign. 2016
- Adobe Photoshop. 2016
- Programming & Database. 2018
- (SEO) Search Engine Optimization. 2020

Professional Experience

Digital Strategist & Creative Consultant

Cleventh Pte Ltd | Singapore | 2024 - Present

- Deliver end-to-end solutions-from social media campaigns and data-driven branding to UX/UI design and AI-powered analytics-tailored to client goals.
- Combine emerging tech (**AI/ML**) with data-driven creativity to build scalable web/marketing ecosystems.
- Transform visions into high-performing digital experiences, ensuring consistency across web, branding, and marketing collateral.
- Delivered digital strategies and creative solutions for **RealEzy** (proptech), **SITA** (aviation IT), and **WorldPlay** (entertainment) - driving engagement and revenue growth.

UX/UI Lead

AGL.SG Pte Ltd | Singapore | 2022 - 2023 (Contract)

- Led design teams and stakeholder workshops to align UX strategy with business objectives, mentoring junior designers.
- Delivered high-impact projects like **CapitaStar@Work (Award-Winning App)** and **Omne by FWD** (insurance/entertainment platform).
- Drove data-informed UX decisions through user research, market analysis, and technical constraints.

Creative Director

True Inclusion Pte Ltd | Singapore | 2020 - 2022

- Defined program vision, and roadmaps for educational initiatives, designing structured curricula and leading creative workshops for schools (lesson planning, presentations, and student engagement strategies).
- Designed and taught specialized design workshops for special needs students at Genesis School & Mountbatten Vocational Centre, adapting curricula to diverse learning needs.
- Drove SEO and social media marketing campaigns to amplify program reach and engagement.

Senior UX/UI Designer

AGL.SG Pte Ltd | Singapore | 2019 - 2020 (Contract)

- Led end-to-end UX/UI for **CapitaLand's tender-winning project** (including user portals and admin dashboards), conducting stakeholder workshops independently
- Owned research, testing, and iterative design for **SK-II** and **AGL Metal**, transforming complex workflows into intuitive experiences
- Aligned design solutions with business goals while managing multiple fast-paced projects from concept to QA

Senior Front-End Designer

TouchPoint Pte Ltd | Singapore | 2017 - 2019

- Led design and front-end development for luxury hotel loyalty programs (**St. Regis, JW Marriott, InterContinental, W Hotel and more**), creating responsive websites, mobile application interfaces, and full branding suites (HTML5/CSS/JS + Adobe Suite).
- Owned 17+ projects end-to-end—from concept to troubleshooting—while liaising with global stakeholders.
- Drove **90% higher** email open rates and boosted sales through data-driven redesigns and optimizations, **resulting in a performance-based pay increase.**