



# Ilma Bilic

## Sr. Product Designer

[www.ilmabilic.com](http://www.ilmabilic.com)  
ibilic.ux@gmail.com  
313.329.4964

### Work Experience

#### Disney Streaming Services /

Sr. Product Designer

Aug 2021 - Present | San Francisco, California

- Animated multiple brand landing videos that reach millions of subscribers, effectively promoting brand awareness and engagement.
- Designed and spec'd the Star+ app motion system that was successfully launched in Latin America with over 10 million downloads.
- Mentored a designer, improving their prototyping and motion design skills in just 3 months using Framer, Proto.io, and After Effects.

#### Product Designer

Jan 2020 - 2021 | San Francisco, California

- Developed a cross-platform motion spec system that served as a single source of truth for all stakeholders, streamlining internal workflows.
- Collaborated closely with Designers, Managers, and Engineers on projects related to Disney+, Hulu, and Star+, providing support in wireframing, prototyping, and user research.

#### University of Michigan Diversity, Equity & Inclusion / Designer

Sept 2019 - Oct 2019 | Ann Arbor, Michigan

- Designed and developed an informative, engaging and mobile-friendly digital report on the University's progress towards its five-year Diversity Plan set to inform 140,000 students, faculty, and staff. Utilized HTML, CSS, and Javascript
- Worked collaboratively with staff in Michigan Creative, ODEI Marketing & Communications Manager to develop requirements for the design

### Projects

#### CPR Save / UX Designer, Researcher

Oct 2018 - May 2019 | Ann Arbor, Michigan

- Led a 4-member team, coordinating workload and fostering open communication to develop a CPR responder crowdsourcing app.
- Communicated design concepts to the client using sketches, user journey maps, storyboards, personas, competitive analysis, wireframes, and prototypes, aligning with business requirements and user needs.

### Education

#### University of Michigan

School of Information

B.S. User Experience

### Skills

#### Rapid Prototyping:

Figma	Proto.pie
Sketch	Webflow
After Effects	Framer
Proto.io	Adobe XD

#### User Research:

Interviews	Heuristics
Personas	Accessibility
Constraints	Usability & A/B
Requirements	Testing

#### Visual Design:

Illustration	Motion
Video	graphics
Animation	Style guides
Infographics	Storyboard
Wireframes	2D

#### Other:

HTML	Wordpress
CSS	Lottie Optimization