



# NAOMI LIOY

UX/UI DESIGNER  
DIGITAL MARKETER



West Palm Beach, FL



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## PORTFOLIO:

<https://www.naomilloy.com>

## EDUCATION

User Experience Design  
2023 - BrainStation

## ABOUT ME

Experience in Digital Marketing, and UX Design, driven by a passion for branding and fresh, innovative designs. I specialize in creating realistic mockups and solutions that combine organization with modern aesthetics. Always staying on top of the latest design and technology trends, I'm constantly expanding my skills to deliver cutting-edge solutions.

## SKILLS

Figma, Canva, MS Suite, MailChimp, Wordpress, Shopify, Wix, Constant Contact, Notion, MLS, Google SEO, Adobe Illustrator & InDesign (beginner)

## PROJECTS

BrainStation x Kaseya **\*\*Winning Team!\*\***

### UX Designer for Hackathon

- Designed an interface to analyze repository activity, tracking developer activity, pull requests, and commit stats. Our commit quality graph led to our team's victory in the industry project.

## WORK EXPERIENCE

### ● JUNE 2024 - CURRENT

The Hype Real Estate Group  
**Head of Marketing**

- Rebranded The Hype Group, developing the website and optimizing Google profile for visibility
- Implemented CRM and managed client relations
- Handled social media and created engaging content
- Designed marketing materials for new industrial listings
- Managed schedules, meetings, and communications for executives
- Oversaw contracts, due diligence, and supported deal closings and follow-ups

### ● NOV 2019 - JUNE 2024

CityPlace Vacation Rentals  
**Digital Marketer & Assistant Property Mgr**

- Developed digital marketing strategies, increasing inquiries by 30%
- Expanded audience by 15% through targeted campaigns
- Managed website content, listings, and inquiries
- Optimized property listings, boosting bookings and satisfaction
- Created and executed email campaigns via Constant Contact and Mailchimp, driving engagement
- Analyzed campaign performance to refine strategies and improve results.

### ● APR 2024 - FREELANCE

Hopper Fit  
**UX Designer**

- Crafted intuitive, efficient user experiences for trainers and clients
- Developed visually appealing layouts with clear navigation
- Designed interactive elements like buttons and forms for smooth interaction
- Maintained consistent design and branding across the platform