

# LIANG ZHAO

Creating delightful experience to fulfill users' dreams

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## EXPERIENCE

Feb — Current  
2017

- Insperity**  
*UX Designer, Marketing Department + Technology Department*
- Created wireframes and prototypes to share project vision, demonstrate UX design principles, and drive design decisions
  - Improved site-wide user experience by analyzing customer behavior data and monitoring user tests across all digital conversion funnels
  - Help to allocate development resources by prioritizing the severity of user problems and business problems
  - Increased top-of-funnel conversion by 253% by optimizing the user experience of company blog and resource center web pages

Aug — Jan  
2016 2017

- Siemens PLM Software**  
*UX Designer, Active Workspace Pattern Library Team*
- Led a team of four in creating a pattern library that centralized Siemens software's visual assets, UX standards, and HTML/CSS partials
  - Built and demonstrated high-fidelity Axure prototypes that successfully gained buy-in from executives and three external development team
  - Created, tested, and validated information architecture of the library to efficiently communicate with designers and developers
  - Improved Active Workspace performance by conducting user testing and proposing UX recommendations to executives

Aug — May  
2014 2016

- Purdue University**  
*Project Manager & UX Designer, DIA2 - Infoviz Website Design*
- Organized and balanced requirements, roles, and responsibilities to ensure work was performed in accordance with schedules
  - Synthesized user insights into feasible design decisions
  - Created sketches, wireframes, mockups and design documentation with detailed descriptions of interactions and workflows
  - Assisted in coding promotional website using HTML, CSS and jQuery

Aug — Feb  
2015 2016

- ZLX Inc.**  
*Co-founder & UI/UX Designer, ZLX - iOS Application Design*
- Defined project goals and key features to help drive product strategy
  - Created app flows, wireframes, and high-fidelity prototypes
  - Produced 10 screen design, redlines and required artifacts

## EDUCATION

Sep — May  
2014 2016

- Master of Science in Computer Graphics Technology**  
Purdue University, West Lafayette, IN  
*Focus Area: User Experience Design, Data Visualization*

Sep — May  
2008 2012

- Bachelor of Engineering in Urban Design**  
Wuhan University, Hubei, China  
*Focus Area: Industrial Design*

## SKILLS

**UX Design Skills**  
User-Centered Design  
Interviews & Surveys  
Information Architecture  
Contextual Inquiry  
Thematic Analysis  
Persona & Scenarios  
Wireframes & Prototypes  
Usability Testing  
A/B Testing  
Cognitive Walkthrough  
Heuristic Evaluation

**Tools**  
HTML5 / CSS3  
Adobe Creative Suite  
Balsamiq  
InVision  
Sketch  
Axure

**Language**  
English  
Cantonese  
Mandarin

“ Hi there! I'm Liang, a passionate UX designer. I am eager to join a UX design team where I can delve into my enthusiasm for technologies, science and art. ”