

# 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.”