JY

JIAR LIEW

PRODUCT DESIGNER
San Francisco, CA

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TOOLS

Adobe
XD, Photoshop, Illustrator, InDesign, After Effects, Premiere Pro

Prototyping Tools
InVision, Flinto, Justinmind

Design Handoff
Zeplin, Sympli.io

Sketch

HTML & CSS

EDUCATION

B.A. in Art History
University of California, Santa Barbara
June 2015

REFERENCES

Kory Jones
Radical App
Creative Director
korycjones@gmail.com

Shashi Sharma
BlueStacks
Product Manager
kant.shashi.s@gmail.com

WORK EXPERIENCE

Web UX Designer   March 2018 - Present
at Autodesk   San Francisco, CA

Designed delightful and intuitive experiences for Autodesk global web properties. Developed IA, wireframes, mock ups, and prototypes for our customer facing websites.

- Translate user needs and business requirements into features and functionality enhancement to company website
- Conduct usability research to gather user requirements including ethnographic observation, workflow analyses, and contextual inquiry
- Design web user interfaces to improve user productivity
- Design and Develop UX specification documents (use cases, wireframes, conceptual models, prototypes) to outline web features
- Deliver design documentation for use by a wide range of audiences
- Facilitate presentations and discussions with users and team members

Product Designer   Jan 2017 - Feb 2018
at BlueStacks   San Jose, CA

Designed consumer facing products focusing on twitch viewers and streamers. Engagement from users increased 50%.

- Designed multiple products from web to desktop applications
- Worked alongside senior designers and product managers to prototype and build new products
- Created UI flows, mock ups, and final design assets
- Designed and animated assets
- Communicated with product development teams to present ideas and designs effectively

UI UX Designer   Jul 2015 - Dec 2016
at Radical App   Los Angeles, CA

Designed for mobile, desktop, and web. Finished product increased growth by 5x, conversion rates by 20%, and user retention by 7x.

- Designed UI for mobile (iOS & Android), web, and desktop
- Discussed initial project ideas with managers and stakeholders
- Created low and high-fidelity prototypes for user test
- Worked alongside development team to ensure designs were implemented correctly
- Iterated mock ups and confirmed direction through testing

Graphic Design Intern   Jan 2015 - Jun 2015
at Ontraport   Santa Barbara, CA

Collaborated alongside designers, in multiple departments, to come up with designs. Learned under a team of veteran designers and managers.

- Designed banners, eBooks, and posters for marketing team
- Edited existing web pages using HTML and CSS