

LINLU LIU

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EDUCATION

TULANE UNIVERSITY

United States | Aug 2015 - May 2018

Bachelor of Science in Architecture

GPA 3.7/4.0

LE WAGON

Tokyo, Japan | Mar 2020 - Aug 2020

Full-satck Web Development Bootcamp
(Part-time)

SKILLS

TOOLS

Sketch / Figma / Zeplin / Adobe XD

Adobe Creative Suite

AutoCad / Rhino / V-ray / SketchUp

DESIGN

User experience design / Web design

UI design / Architecture design

Data visualization / Product design

RESEARCH

Competitor analysis / Usability testing

Prototyping / Information architecture

FRONT-END

HTML5 / CSS / JavaScript

Ruby on Rails / Git / Sourcestree

ACHIEVEMENTS

AWARDS

Academic Achievement Scholarship

Tulane University 2015-2018

Amazon HQ3 Proposal 3rd Place

Tulane Architecture Shool 2018 Spring

CERTIFICATIONS

Zendesk Guide Specialist

Feb 2020

JLPT N2

Jul 2019

EXPERIENCE

ECLECT, INC.

UX/UI DESIGNER & ASSISTANT FRONT-END DEVELOPER

Tokyo, Japan | Sep 2019 —

- Analyzed Customer Data Platform, prototyped and built up high-fidelity mock-ups with Sketch, Adobe XD or Figma for B2B clients.
- Revamped the user interface of help center webpage for large user base (100,000+) with HTML, CSS &JS, and received positive feedbacks from clients including Hulu Jp, Saison, NTTPC.
- Designed posts, brochures and OGP images in-house.

YOK, INC.

(FREELANCER)UX/UI DESIGNER & BUSINESS STRATEGY ASSOCIATE

Tokyo, Japan | Feb 2019 — Jun 2019

- Crystalized the brand vision, proposed a new business strategy, and produced contents on Facebook and Wechat, which resulted in increasing likes by 12%.
- Improved user flow, prototype on Zeplin, and worked closely with the front-end development team on the usability test.

LEO BURNETT

UX RESEARCH INTERN

Shanghai, China | Jun 2018 — Aug 2018

- Conducted research on consumer behavior and user journey in RTD coffee market and completed a consumer insights report for the marketing team.
- Assisted in design project for McDonald's moon day campaign

PROJECTS

SIMPLICRUIT — WEB APPLICATION (TEAM PROJECT)

Tokyo, Japan | Aug 2020

Worked on the web application which utilized AI screening and digitized interviews to make recruiting process easier and faster.

COOKPAL — WEB APPLICATION (TEAM PROJECT)

Tokyo, Japan | July 2020

Built up a MVP of an online marketplace which lets home cooks rent out their catering service to customers.

USER DASHBORAD DESIGN — ASTERIST, INC.

Tokyo, Japan | Nov 2019

Revamped the interface of dashboard for ActRecipe.

SPIC — APP DESIGN (INDIVIDUAL PROJECT)

Tokyo, Japan | Jan 2019

Designed a language study product, which aims to visualize learning process.