

# Mochen Liu

## Product & UX Designer

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## Tools

Figma

Sketch / Invision

Principle

Photoshop

Axure RP

Balsamiq

## Skills

Sketching

Wireframing

Prototyping

Design System

Usability Testing

Persona

Affinity Diagrams

Storyboarding

Responsive Design

## Education

Indiana University Bloomington

M.S. Human Computer Interaction / Design

08/2014 - 05/2016

Beijing University of Technology

B.Eng in Software Engineering

09/2007 - 07/2011



## Experience

### GuideSpark

Product designer

Nov. 2016 - Jan. 2020

Designed a web-based SaaS platform that enables enterprise companies to create communication journeys to drive employee adoption and alignment.

- Collaborate closely with engineers and product managers to plan, research, workflows, and execute feature releases, and ensure high-quality implementation.
- Rapidly ideate and validate designs through sketches, wireframes, prototypes and usability testings.
- Deliver high-fidelity visual design, interaction design, and motion designs in an agile framework.
- Proactively collect feedback from end-users and stakeholders, iterate and explore different approaches to improving user experience.
- Actively advocate design value and methods within Guidespark.
- Explore, iterate, and establish illustration style.
- Take the lead on building a design system and components, in close collaboration with other designers and engineers.

### Idean

Interaction designer, intern

Jun. 2015 - Aug. 2015

Worked closely with other designers on clients' projects. Completed a design project individually from researching, wireframing to presenting final design.

- Redesigned the internal recruiting tool, including interviewing, benchmarking, sketching, wireframing, prototyping and user testing.
- Collected feedback and improved design from user validations and design critique meetings.
- Worked collaboratively with a team of designers on projects from clients. Including contact focus groups, illustration, wireframe, and interaction design.

### eDaoyou

Product designer

Oct. 2013 - Mar. 2014

Designed the mobile application for our start-up project: DropBeacon. Used iBeacon technology to deliver useful information for stores to boost sales.

- Designed our responsive marketing website.
- Worked on front-end development for the website using HTML, CSS, and jQuery.
- Built wireframes and prototypes for our mobile app on iOS platform.
- Collaborated closely with visual designers and engineers to ensure high-quality user experience.

### Happy Elements

Product designer

Dec. 2010 - Jul. 2012

Involved in designing two Flash-based games on multiple platforms. Analyzed user data to find insights to boost business income and reach our roadmap goals.

- Collaborated with engineers, product managers, game designers and visual designers in a small team to create a new game: Bubble cat.
- Established style guides for UI. Sketched concepts, built wireframes and prototypes.
- Participated in game design including seasonal events, new features, level design, and core function design.
- Facilitated sprint planning meetings with cross-functional teams.
- Analyzed user data to improve future game events and feature design.