

# Louie ye Liu

## ◆ profile

An efficient and passionate creator with 2+ years of working experience in e-commerce UI/UX design, web development, and marketing material design. Skilled at coding in several languages following with a strong knowledge of object-oriented programming and a clean programming style. Ability to design using adobe creative suite from image editing to video making.

## ◆ education

### **Simon Fraser University** **School of Interactive Arts + Technology**

Bachelor of Science

Jun 2015 |

## ◆ work experience

### **Web Designer & Developer**

**Biosense Clinic Pharmacy** ([www.biosenseclinic.com](http://www.biosenseclinic.com))

26 months |  
(2015~2017) |

- ▶ An online pharmacy which specializes in formulating professional custom-made medicinal and cosmeceutical compounds.

#### **Main roles:**

- ▶ Maintained and updated website contents and layout based on promotion seasons and customer demands using HTML, CSS, and online shopping cart platform.
- ▶ Troubleshoot technical issues regarding online purchases.
- ▶ Improved UI/UX and added new features through JavaScript and API in order to provide a smoother and clearer shopping experience.
- ▶ Created marketing materials including web banner, flyer, video and packaging for physical storefront and shipping box.

#### **Key Achievements:**

- ▶ Designed and built single product websites for product-specific promotion and branding which eventually led more traffic towards the store main website.
- ▶ Formatted and re-designed the product database within Excel to match the importing rules of popular online shopping carts.
- ▶ Introduced company the E-commerce software and migrated the entire online store towards Shopify, Magento, and Big-commerce for the new business model.
- ▶ Implemented a customized payment method for the target customers to provide a simpler re-order experience; as a result, helped to keep customers coming back.
- ▶ Conducted on-page SEO involving URL structure, social media, and online product advertising for increasing traffic.

◆ co-op  
experience

## Web Programming Assistant / Help Desk The University of British Columbia - CTLT

12 months  
(2013~2014)

- The Centre for Teaching, Learning and Technology (CTLT) is responsible for teaching and learning development, distance education and other technology-enhanced learning opportunities.

### Main roles:

- Edited course materials and fixed errors in the scripts for the distance course web pages by modifying HTML, CSS3, and JavaScript in the LMS and Dreamweaver.
- Troubleshoot the technical issues for both students and instructors and provided detailed instructions to solve problems in order to offer a successful learning and teaching experience within distance education.

### Key Achievements: Coursera Course Production Project

- Collaborated with instructional designers to build the first online course within a new online education platform, Coursera, in order to investigate its compatibility and possibility.
- Added quizzes/exams based on the existing online course format.
- Edited lecture video and inserted In-video quizzes.
- Reported on workflow and user experience of the platform.

◆ academic  
project

## Mobile App Development

1 month  
(2015)

### Mini Game: Pop-up Pirate (team of 2)

- Created a digital form of Pop-up Pirate, a luck-based game.

### My contributions:

- Implemented majority of the application including game mechanism and animation, camera image generation, and page routing.
- Tested and adjusted application compatibility for both Android and iOS system.

◆ work  
environment

## Programming Languages

PHP  
C#

HTML5  
Java

CSS3/SASS  
Ruby

JavaScript  
MySQL

## Design Software

Photoshop  
Premiere Pro

Illustrator  
After Effects

Dreamweaver  
Unity

InDesign  
Autodesk Maya

## Frameworks & Libraries

Angular  
InteractJs

jQuery  
Bootstrap

IndexedDB  
Animate CSS

Facebook API  
Twitter API

◆ language

English

Mandarin

Japanese

- Native Language, also fluent in Shanghai dialect.
- Certificate of Level N3 Japanese Language Proficiency, fluent in speaking and writing.