

Longjuan Liang

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EDUCATION

UNIVERSITY OF CINCINNATI / MDES

Aug 2013 - Aug 2015 Cincinnati, OH

University Graduate Scholarship

Graduate Assistant

ZHEJIANG UNIVERSITY / B.A.

Sep 2006 - Jun 2010 Hangzhou, China

SKILLS

Design

Hand Drawing/Sketch

Storyboarding

Wireframing

Prototyping

Visualization

Motion

3D Modeling

Research

Literary Research

Conduct User Interview

Heuristic Evaluation

Benchmarking Analysis

Usability Testing

Tools

Sketch

Adobe Creative Suite

Keynote

InVision

Rhino 3D

Keyshot

Development

HTML/CSS

WORK EXPERIENCE

SAP / User Experience Design Specialist

Nov 2015 - Present Palo Alto, CA & Walldorf, Germany

Currently working on enterprise-wide projects and creating dynamic experiences across different SAP business lines including marketing, sales, utility, etc.

Working closely with researchers, product owners and developers to ramp up on various domain knowledge, gather users' needs, and define the problem scope.

Crafting persona, user journey, wireframe to depict users' pain points, business opportunities, and potential solutions.

Creating high-fidelity design, clickable prototypes and animated demos to stakeholders, and iterating design based on the quality feedback from the usability testing.

TEAGUE / Interaction Design Intern

May 2015 - Aug 2015 Seattle, WA

Worked closely with project manager and design lead

Created information architecture, motion studies, interactive prototypes and visual design for consumer mobile app.

LIVE WELL COLLAB. / Part-Time Interaction Designer

Aug 2014 - April 2015 Cincinnati, OH

Worked on two projects for Cincinnati Children's Hospital and cooperated with multidisciplinary students and professionals.

Conducted dynamic user research including literary research, survey, observation, interview and co-creation to define user's needs and improve the design based on synthesized research findings.

Created information architecture, aesthetical UI, and clickable prototype.

GREAT AMERICAN INSURANCE / Visual Design Intern

Aug 2014 - April 2015 Cincinnati, OH

Created illustration and all graphics for marketing campaign banner, brochure, poster, and cards.

Redesigned the concept logo for Great American Ball Park logo.

PINWU / Industrial Designer

Feb 2011 - Jun 2013 Hangzhou, China

Created sketch, 3D Model and rendering for beauty appliances and worked closely with the factory.

Designed one umbrella and a lamp and participated Milano Salone Del Mobile.