

jackie liu

portfolio: jackieis.online

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Experience

Codecademy · Associate Product Designer

Jun 2018 - Sep 2019

- * Redesigned user onboarding to balance marketing needs for segmentation and user needs for personalization, launching a signup experience seen by > 100,000 new learners a week.
- * Executed end-to-end designs for a landing page and dashboard additions that introduced new, centralized discoverability to Codecademy's various learner communities.
- * Spearheaded ideation and prototyping to scope a new learning feature for increasing engagement and knowledge retention.
- * Streamlined sales of enterprise plans by designing a landing page for teams to discover plan benefits and request quotes.

Girls Who Code · Product Design Intern

May 2017 - May 2018

- * Prototyped a proof-of-concept platform joining personalized learning and community for students and alumni, defining future product strategy as part of the nonprofit's R&D team.
- * Produced user flows and high-fidelity mockups to roll out an aggregated post stream within Girls Who Code's mobile app for their learner communities, working with a PM and developer.
- * Collaborated with educators to create curriculum illustrations, concept art, and graphic designs for 9 months as a freelancer.

Small Design Firm · Design Intern

Jan 2017 (MIT January Externship Program)

- * Designed screen-based interface mockups for new self-serve kiosks and digital signage that orient visitors to Boston City Hall, adhering to the City of Boston's brand identity.

Education

New York University · Tisch School of the Arts

Class of 2020

M.P.S. in Interactive Telecommunications Program (ITP)

Massachusetts Institute of Technology

Class of 2018

B.S. in Computer Science and Engineering · GPA: 4.4/5.0

Teaching

Tutor at ITP Coding Lab

Feb 2020 - May 2020

- * Mentored grad and undergrad students to debug programming assignments and learn coding concepts.
- * Offered portfolio advice to peers entering design careers.

Personal projects

Jun 2019 - present

- * Currently building "Zines by Jackie", a series of comics and digital activities to bridge gaps between tech, art, and design.
- * Taught workshops related to design and the web for my peers within creative tech.

Skills

Code:

- * JavaScript, jQuery, Vue.js, Python, HTML, CSS/Sass
- * Tools: Git, command-line

Design:

- * UI/UX, prototyping, illustration, visual design, user research
- * Tools: Figma, Sketch, Adobe Suite, Principle

Recognitions

- * PRIMER Emerging Designer Award Finalist · 2020 & 2019
- * MIT Anthropology James Howe Essay Prize · Spring 2018
- * KPCB Design Fellows Finalist · Spring 2017