

# Amy Ham Liu

UI + UX Designer,  
Developer

[ahamliu.github.io](https://ahamliu.github.io)

[amyhamliu@gmail.com](mailto:amyhamliu@gmail.com)  
Boston, MA

## PROJECTS

### Recycling Mobile App

**Product Designer** · Sept – Dec 2018

Designed main task flow and performed user testing of an app that incentivizes and tracks the habit of recycling.

Crafted an interface, leaderboard and personalized goal system to deliver an improved user engagement, and presented to 100+ people.

Collaborated in a team and led user research, built iterations of prototypes and wireframes for a cohesive user experience.

### Travel Guide Site

**Lead Designer + Coder** · March– May 2019

Directed visual identity of a client website that showcases underrated travel destinations.

Conducted user research to target an audience with specific needs and cater the website design and content to them.

Prototyped lightweight interface and animations to boost user interaction.

### Portfolio Exploration

**Lead Designer + Coder** · March – Current

Initiated user research and testing of a vertical scrolling portfolio website leading to a refined wireframe through feedback.

Implemented website using the Flexbox library to achieve a responsive grid layout.

Illustrated visuals and polished design on the basis of user centered principles and methodologies to create a comprehensive design.

## SKILLS

### Tools

Photoshop  
Illustrator  
XD  
After Effects  
InDesign  
SketchUp

### Design

User Research  
Interaction Design  
Visual Design  
Web Design  
Mobile Design  
Illustration

### Programming

JavaScript  
jQuery  
HTML5 / CSS3  
React  
SQL  
Git

### Languages

English  
Spanish  
Chinese  
Japanese

## EDUCATION

### University of Mass. Amherst

**BS in Informatics – Data Science** · 2015 – 2019  
Amherst, MA

## RECOGNITIONS

**Dean's List Honors** · 2016 – 2019

University of Mass. Amherst