

# Eric Liu

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<https://github.com/aircliu>

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## PROFESSIONAL EXPERIENCE

### Freelance Front End & UI/UX Designer

*Developer*

2018 - Present

- Designed and developed a personal portfolio website to showcase projects and skills using HTML, CSS, and JavaScript
- Leveraged APIs, such as CoinGecko API, to fetch and integrate dynamic data into applications, enhancing their functionality and real-time responsiveness.
- Utilized a deep understanding of UI/UX design principles to create user-friendly interfaces, featuring smooth navigation, crisp typography, and compelling visuals.
- Deployed advanced 3D graphic design skills to construct a visually stunning 3D portfolio city, showcasing a keen eye for innovative design and user interaction.
- Employed an iterative design approach using wireframes and mockups, ensuring each project is intuitively designed.
- Prioritized responsive design across all projects, facilitating seamless and engaging user experiences on any device and screen size.

### Liu Tennis Academy

2017 - Present

*Founder and Head Coach*

- Successfully launched and expanded a private tennis coaching business, building a robust client base of 30 individuals, demonstrating strong entrepreneurial spirit and sales capabilities.
- Developed personalized coaching plans for clients, resulting in high levels of satisfaction and retention
- Assumed full responsibility for business operations, from scheduling to financial management to marketing, exhibiting a high level of organizational ability and multi-tasking skills.
- Implemented effective marketing strategies, including social media promotion, local advertising, and word-of-mouth referrals, driving consistent client inquiries and business growth
- Established and maintained strong relationships with clients, ensuring clear communication, timely follow ups and addressing any concerns, showing excellent customer service skills.
- Developed strong conflict resolution and critical thinking skills by effectively addressing and resolving any client concerns, maintaining a positive and professional environment.

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## Skills and Technology

Photoshop / Premiere Pro / Programming languages: Python, C++, HTML, CSS, SQLite, Javascript / Git version Control / Windows, MacOS, Linux / Social Media Marketing / Adobe After Effects / Adobe Illustrator / Microsoft Excel/Word/Powerpoint / API integration and development / Conflict Resolution and Mediation / Good communication skills / Ability to work in teams / Strong aptitude for learning / Record-keeping and financial management / Zapier

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## EDUCATION

### University of California Irvine

Irvine, California

Bachelor's of Science in Computer Science

GPA - 3.5