

Yazhen Liu

Product Designer

Contacts

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Education

Parsons School of Design

Product Design, Bachelor of Fine Arts

General Assembly

User Experience Design, Certificate of Completion

Awards

While working at ICF Next, my redesign of the Capacity Building Collaborative website, won two awards:

- **Platinum Award** issued by MarCom Award in the category of Digital Media-Website-Government
- **Golden Award** issued by MarCom Award in the category of Digital Media-Website-Redesign.

Skills

UX research
Customer journey mapping
Information architecture
Wireframing
Motion design
Prototyping
Design system
Workshop facilitation
A/B testing

Tools

Figma, Adobe XD, Adobe Illustrator, Photoshop, After Effects, LottieFiles, Framer, Principle, Mural, Notion, Jira, HTML, CSS, GitHub

Senior Product Designer, Analytics dashboard

Walmart Data Ventures, June 2024 - Present

- **Drive UX strategy** for a key e-commerce analytics product, promoting data-informed decision-making.
- **Craft intuitive data experiences**, simplifying complex analytics for enterprise users.
- **Enhance and scale the design system**, ensuring consistency and efficiency across products.
- **Conduct user research and design workshops**, translating insights into high-impact product experiences.

Senior Product Designer, Identity Verification

CLEAR, March 2023 - June 2024

- **Owned end-to-end UX** for identity verification, including LinkedIn integration.
- **Defined UX strategy** for the B2B console, improving partner and developer experience.
- **Designed for Canada & Mexico expansion**, contributing to 10% of weekly verifications and 1M+ total verified members.

Product Designer II, Playlist & Personalization Tools

Spotify, April 2022 - March 2023

- **Shaped new AI-driven features**, bridging human expertise with machine learning.
- **Designed localization tools**, increasing impression-to-click by 96% and impression-to-stream by 79% in emerging markets.
- **Facilitated design thinking workshops**, aligning cross-functional teams on product vision.

User Experience Architect, Public Sector

ICF Next, Feb 2021 – April 2022

- **Worked on responsive digital products** across healthcare, finance, and government tech.
- **Created design artifacts** (user flows, service blueprints, prototypes) to visualize product vision.
- **Contributed to internal design initiatives**, conferences, and the company's design system.

Freelance Product Designer

Fashion Index & Alliance, April 2020- June 2021

- **Designed a workflow dashboard**, streamlining employee operations.
- **Launched a two-sided marketplace** as the founding designer.