SHULI LIU

Product Designer

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EDUCATION

Georgia Institute of Technology
M.S. Human-Computer Interaction
Aug. 2015 - May 2017

University of Missouri-Columbia
Bachelor of Journalism
Jan. 2012 - May 2014
Graduated with Magna Cum Laude (top 5%)

South China University of Technology
B.A. in Advertising | Sept. 2009 - Jan. 2012
National Scholarship (top 1%)

SKILLS

UI Design
Sketch, Photoshop, Illustrator, InDesign

Prototyping
InVision, Framer JS, Principle

Animation
After Effects

Programming
HTML, CSS, JavaScript, D3

Design Research Methods
Cognitive Walkthrough, Card Sorting, Usability
Testing, Affinity Mapping, etc.

AWARDS

» Second place in Georgia Tech Convergence
Innovation Competition | Apr. 2016

» Best App from All Women Team at AT&T
Hackathon | Sept. 2015

EXPERIENCE

MailChimp @ Atlanta, GA
Product Designer | June 2017 - Present

» Partnered with researchers and engineers in redesigning
the mobile dashboard

» Designed the "Resend to Non-openers" feature on mobile,
which has become one of the most frequently-used
features

» In charge of redesigning the continuous onboarding
experience on desktop

» Explored design for a global brand system to help users
manage and apply their brand assets on mobile

Uber @ San Francisco, CA
Product Design Intern | May 2016 - Aug. 2016

» Aligned Uber's Free Rides screen to the new brand
guideline and optimized the lockout section for higher click-
through-rate and successful invites

» Improved the experience of inviting friends to try Uber
within Facebook Messenger with revised UX flow and UI
design

» Performed as the lead designer in optimizing Uber's share
trip feature to increase discoverability and percentage of
shared trips. The project spans from brainstorming design
concepts to high-fidelity prototyping

Devex @ Washington, DC
Digital Designer | June 2014 - May 2015

» Led the redesign of Devex Career Account page from user
research to webpage development. The final products have
proved better user experience and decreased customer
support requests

» In charge of brainstorming, storyboarding and producing
highly-praised motion graphics for two world-wide
campaigns on power of youth and global health. The final
products received thousands of views and were featured
on homepages

» Led infographic design from secondary research, data
interpretation to info visualization