Eileen Liu

eileen-liu.github.io
eileen-liu@berkeley.edu
443-898-2648

Education

University of California, Berkeley
2019- 2023

B.A. in Computer Science & Cognitive Science
Highest Honors

Ghlusko Prize for Distinguished Research
Institute of Cognitive & Brain Sciences Award
Certificate for Entrepreneurship & Technology
Dean's List (Sp22, Fa22)

Experience

Gopnik Cognitive Learning Lab
UX Researcher
May 2022 - Dec 2023

- Led UX research investigating decision making through the creation of a digital observe-bet task. Single-handedly proposed experimental design, coded task stimuli, piloted and iterated on design audits, and coordinated data collection on 63 children, 60 adults, and RL agents.

Mentia
Lead Data Scientist
Jan 2022 - Aug 2022

- Designed a reporting tool for data collection and facilitated efficient platform integration for 50+ patients resulting in 60% reduction of data entry time.
- Employed data visualization techniques to extract actionable insights, indicators, data analysis & projected trends used in 3 NIH data reports.

Stanford, School of Medicine
UI Design Lead
Aug 2021 - Jan 2022

- Built UI for Stanford Emerge learning website's pages with streamlined features for module edits, improved visual design and intuitive user flow.
- Expanded scale internationally by collaborating with Ugandan partners to optimize speed, enhance modularizability, and front-end functionality.

UC Berkeley, BeeHive
UI/UX Designer
Aug 2020 - May 2021

- Revamped Beehive's landing page, logo, design, content & color scheme in Figma to create efficient user-flow and implement design elements.
- Conduct user research interviews and A/B testing to gather information on features, traffic flow, and market research strategies to increase outreach.

Johns Hopkins Applied Physics Lab
Software Developer Intern
Sept 2018 - May 2019

- Designed and developed the front-end and back-end of the SMA Training Web Portal using PHP, CSS, HTML, and SQL. Organized the production database's information architecture.

Leadership

Mobile Developers of Berkeley
iOS App Designer
Feb 2020 - Jan 2021

- Led a project team to develop a functional web app that allows Berkeley students to find housing across iOS products.
- Conducted cognitive walkthroughs, storyboarding, branding, wireframing, sketching, and created user personas, 6 user-tested iterations, a demo, poster, slides, functional prototype, pitch presentation and 20 page report.

Digital Marketing Today
Lecturer
May 2020 - Dec 2020

- Led the student facilitated Decal to educate 50+ undergraduate students on brand identity and social media marketing strategies.
- Developed curriculum and lectured on market segmentation, A/B testing, digital trends during pandemic, and graphic design principles.

Skills

Python, Java, SQL, PHP, JavaScript, HTML, Reat, CSS, R, C, RISC-V, LaTeX, Bootstrap, Swift, Xcode

Figma, Adobe Photoshop & Illustrator, InDesign, Canva, Procreate, Miro, AI/VR, HCI

User Research, A/B Tests, Visual Design, Sketching, Branding, Strategy, Wireframing, User Flows, Storyboards, Prototyping