

Emily Liu

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Experience

TyItGO

UX Designer

Jul 2019 - Present

- Designed the end-to-end experience for TyItGO's mobile applications by creating wireframes and high-fidelity prototypes using Figma
- Collaborated with design and development team to launch MVP and push iterations against tight deadlines

Factors Group of Nutritional Companies

Internet Services and Design Intern

May 2019 - Aug 2019

- Improved Webber Natural site health by 50% by implementing SEO best practices
- Individually audited mobile responsiveness and design consistency of 25 brand's website. Documented and redesigned using CSS and Javascript

Factors Group of Nutritional Companies

Internet Services and Design Intern

Jun 2018 - Aug 2018

- Continuously updated and administered the backend of 25 WordPress websites
- Scheduled social media posts (Facebook, Instagram, and Twitter) using Hootsuite, reaching approx. 120K followers

Extracurriculars

Enactus Waterloo

VP Marketing

Sep 2018 - May 2019

- Taught Figma and Photoshop to team of 5. Then delegated design and social media tasks accordingly
- Produced sponsorship packages, annual report, SOP guidelines for outreach, and branding guidelines for sustaining long-term growth

Entrepreneurship Society

Design Director

Jan 2018 - Present

- Produced MailChimp templates, increased subscriber engagement by 62%
- Researched methods to increase engagement and audited current levels using analytics reports. Presented data analytics project to Presidents

Management Consulting Club

VP Marketing

Feb 2018 - Present

- Collaborated to design promotional material and marketing strategies, reaching an average audience of 1000 students per post
- Leveraged creative abilities to rebrand and establish consistency in promotional material

Education

University of Waterloo

Honours Global Business and Digital Arts

- Sep 2017 - May 2021

- GPA: 3.9/4.0

Toolkit

Design

Adobe Illustrator
Adobe Photoshop
Adobe XD
Pen & paper
Procreate

Development

HTML5
CSS
Bootstrap
Javascript

Prototyping

Figma
Invision
Sketch

Expertise

A/B user testing
Graphic design
Interaction flows
Low/high fidelity prototypes
Market research