

Emily Liu

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Education

University of Waterloo — Stratford School of Interaction & Design
Waterloo, ON | Sep 2017 – Jun 2021
Honours Global Business & Digital Arts – GPA: 3.9/4.0

Experience

Wish – Product Design Intern
San Francisco, CA | 05/2020 – Present
I will be working on the marketplace engineering team.

Factors Group of Nutritional Companies – Internet Services & Design Intern
Coquitlam, BC | May 2018/2019 – Aug 2018/2019
Audited and documented the mobile experience for 25 brands using HTML, CSS, and JavaScript.
Improved Webber Naturals site health by 50%, including all 9 language formats.

Collaborated with internal departments such as digital strategists, project managers, and developers to build wireframes using Adobe XD, and develop 10 promotional landing pages using HTML and CSS.

Community

StarterHacks – Design Mentor
Waterloo, ON | Jan 2020
Assisted hackers with developing an empathetic mindset, detailed interaction flows, prototyping using Figma, and pitching the idea to judges.

TyItGO – Lead Product Designer
Waterloo, ON | Aug 2019 – Oct 2019
Led a team of 3 to curate the creative direction for 2 mobile apps. Launched revenue-generating MVP within 2 months while maintaining deadline management between iterations.

Management Consulting Club –VP Marketing
Waterloo, ON | Feb 2018 – Dec 2019
Rebranded club's design assets and promotional material to establish consistency, which resulted in reaching an average of 1,000 students per Facebook post.

Entrepreneurship Society — Design Director
Waterloo, ON | Jan 2018 – Dec 2019
Collaborated with a team of 3 designers and 1 project manager to build wireframes for Project Janus — a web platform to connect students with side projects and local start-ups.

Enactus Waterloo — VP Marketing
Waterloo, ON | Sep 2018 – May 2019
Produced a sponsorship package and annual report for Enactus National Championships, which was read by 50+ firms.

Skills

Adobe CC
Figma
Sketch
Zeplin

Design Thinking
Prototyping
User Research
Visual Design

CSS
HTML
React
Javascript