## emilyliu107@gmail.com

**Emily Liu** 

Education

### **University of Waterloo** - B.A. Business & Digital Design

09/17 - 05/22

GPA: 3.8/4.0

#### Experience

# Wish (Context Logic Inc.)

05/20 - Present

#### **Product Design Intern - Marketplace Engineering**

- Collaborated to curate and present creative direction of Merchant Plus MVP. Designed onboarding features, settings pages, and payment pages.
- Improved product thinking abilities through mapping IAs and designing various interaction flows and features for complex Logistics-related projects.

# **Webber Naturals**

04/19 - 08/19

#### **Intern -** Internet Services & Design

- Audited, documented, and enhanced the mobile experience of 25 brands using CSS and JavaScript. Including all language formats.
- Rapidly developed 10 promotional landing pages using HTML, CSS, JavaScript, and implementing SEO best practices using Yoast SEO plugin within 1 week.

#### Community

# **Design Mentor** - StarterHacks

01/20

Assisted hackers in developing an empathetic mindset in initial hacking stages, documenting interaction flows, and communicating pitch decks to judges.

### Lead Product Designer - TyltGO

08/19 - 10/19

Established and implemented the design system and managed team of 3 designers to develop revenue-generating MVP of 2 mobile apps within 2 months.

#### **VP Marketing** - Management Consulting Club

02/18 - 12/19

Rebranded all creative assets and promotional material to establish consistent brand identity. Social media posts reached average of 4K impressions per post.

#### **Design Director** - Entrepreneurship Society

01/18 - 12/19

Assisted in usability studies, research, and wireframing for Project Janus - a web platform that connects students to side projects and local start-ups.

#### Skills

Adobe CC	Product Thinking	CSS
Figma	Prototyping	HTML
Sketch	User Research	React
Zeplin	Visual Design	JavaScript