

Emily Liu

CONTACT

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TOOLBOX

Adobe Illustrator
Adobe Photoshop
Adobe XD
Figma
Invision
Sketch
Pen + Paper

DESIGN

A/B user testing
Information architecture
Interaction flows
Low/high fidelity prototyping
User research

CODING

HTML5 + CSS3
JavaScript (Bootstrap, jQuery)
Wordpress

LANGUAGES

English
Mandarin

INTERESTS

Hackathons
Reading novels
Listening to podcasts
Cooking
Drawing (digital + pencil)

EDUCATION

University of Waterloo, Ontario

BA Honors Global Business and Digital Arts, 2017 - 2021
• GPA: 3.9/4.0

WORK EXPERIENCE

Factors Group of Nutritional Companies

Intern - Internet Services and Design, Apr 2019 - Aug 2019

Factors Group of Nutritional Companies

Intern - Internet Services and Design, Jun 2018 - Aug 2018

- Scheduled social media posts (Facebook, Instagram, and Twitter) using Excel and Hootsuite; reached approx. 120K followers
- Administered backend of 25 websites to manage product information and site content
- Created landing pages for featured products; used Google Analytics for SEO considerations, Adobe XD for wireframes, and Wordpress (Divi Builder) to build pages

EXTRACURRICULARS

Enactus Waterloo

VP Marketing, Sept 2018 - May 2019

- Responsible for delegating and overseeing communication between 3 project managers and 5 marketing team members
- Strategized for long-term sustainability with VPs for the club and 3 projects
- Produced sponsorship package, annual report, and SOP guides for social media outreach and branding guidelines

Entrepreneurship Society

Design/Marketing Director, Jan 2018 - Present

- Bridge between marketing and design team for integrating graphic deliverables and marketing strategy
- Redesigned newsletters using Mail Chimp and increased subscriber engagement by 49% above industry average; produced Mail Chimp reference guide
- Researched students' engagement using analytics reports from Facebook, Mail Chimp, and Instagram; presented data analytics project and passed project to team member

Management Consulting Club

Advisor, Jan 2018 - Present

- Previously VP Marketing and Graphic Designer
- Leveraged creative abilities to design all graphic deliverables (posters, report formats, name tags, Snapchat filters, etc.)
- Developed wireframes using InVision to assist with website development; working with development team to build site