

# EMILY LIU

## CONTACT

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## SUMMARY OF SKILLS

### Tools

Sketch /Figma /Adobe XD /InVision  
Adobe Creative Cloud  
Microsoft Word /Excel /PowerPoint

### Strengths

UX /UI Design  
Low/high Fidelity Prototyping  
Industry Research  
User Research  
Problem solving  
Oral /Written /Visual Communication

### Programming Languages

HTML  
CSS  
JavaScript (jQuery, Node.js)  
WordPress

### Languages

English (native)  
Mandarin (fluent)  
Spanish (basic)

### Personal Interests

Participating/mentoring Hackathons  
Reading novels  
Photography  
Drawing (pen & paper or digital)  
Exploring new cooking recipes

## EDUCATION

### Candidate for Bachelor of Arts, University of Waterloo

Global Business and Digital Arts

2017 – Present

- GPA: 3.8/4.0
- Merit Scholarship (2018), Dean's Honours List (2018)

## WORK EXPERIENCE

### Factors Group of Nutritional Companies

Internet Services and Design – Intern

June 2018 – August 2018

- Managed social media platforms for 5 brands using Hootsuite
- SEO and analytical abilities using Google Analytics
- Developed landing pages using WordPress, HTML, and CSS
- Demonstrated time-management abilities through updating product information while managing administrative backend of 10 websites

## EXTRACURRICULAR ACTIVITIES

### Entrepreneurship Society

Marketing Director

January 2018 – Present

- Produced newsletter content using Mailchimp and increased subscriber engagement 49% above industry average
- Collaborated with team to plan, advertise, and coordinate numerous events for over 1,800 society members
- Enhanced communication skills through networking with start-up founders and investors to form relationships and increase return at future events

### Management Consulting Club

VP Marketing and Graphic Designer

January 2018 – Present

- Leveraged creative abilities to design graphic deliverables using Photoshop and Illustrator
- Experience with web development through using InVision for wireframes and HTML/CSS to stylize content

### Enactus Waterloo Chapter

VP Marketing

September 2018 – Present

- Exhibited excellent delegation and communication skills through leading a team of 5 students and effectively collaborating with 8 other executive members and 4 project managers
- Thoroughly analyzed user reports on Facebook, led to an increase in post engagement by 64%
- Ability to exercise excellent attention to detail and organizational skills by working with executive team to strategize for long-term growth