

# Emily Liu

ux + product designer

Portfolio: [www.emilyliu.co](http://www.emilyliu.co)  
E-mail: [emilyliu107@gmail.com](mailto:emilyliu107@gmail.com)  
Mobile: (778) 882-1909

## EDUCATION

**University of Waterloo** — Stratford School of Interaction & Design  
09/17 - 06/21  
Candidate for Bachelors of Arts Honors — Global Business & Digital Arts.

## EXPERIENCE

**UX Designer** — Lumos Flux  
12/19  
Conducted extensive market and user research to rapidly design the landing page and promotional material for a start-up attending CES 2020.

**Product Designer** — TyltGO  
08/19 - 10/19  
Led a team of 3 to curate the creative direction for 2 mobile apps. Tested and pushed iterations against tight deadlines to launched revenue-generating MVP within 2 months.

**Internet Services & Design Intern** — Factors Group of Nutritional Companies  
05/19 – 08/19  
Audited and redesigned the mobile experience for 25 brand's websites using HTML, CSS, and JavaScript. Improved Webber Natural, a site available in 9 languages, site health by 50% through implementing SEO best practices.

**Internet Services & Design Intern** — Factors Group of Nutritional Companies  
06/18 - 08/18  
Collaborated with PM, Product team, and digital strategists to build wireframes using Adobe XD, and develop 10 promotional landing pages using HTML and CSS.

## COMMUNITY

**Design Mentor** — StarterHacks  
1/20  
Assisted hackers with developing empathic user flows, product thinking, prototyping using Figma, and pitching.

**VP Marketing** — Management Consulting Club  
02/18 - 12/19  
Rebranded club's design assets and promotional material to establish consistency, outreach posts reached an average of 1,000 students per post.

**Design Director** — Entrepreneurship Society  
01/18 - 12/19  
Worked with a diverse team to create wire frames for Project Janus — a web platform to connect students for side projects.

**VP Marketing** — Enactus Waterloo  
09/18 - 05/19  
Produced sponsorship packages, annual report, SOP guidelines for outreach, and branding guidelines for sustaining long-term growth.

## SKILLS

Adobe CC  
Figma  
Principle  
Sketch

Design Thinking  
Prototyping  
User Research  
Visual Design

CSS  
HTML  
JavaScript  
Python