Emily Liu

www.emilyliu.co
emilyliu107@gmail.com
(778) 882-1909

Experience

TyltGO   Jul 2019 - Present
UX Designer
- Designed the end-to-end experience for TyltGO's mobile applications by creating wireframes and high-fidelity prototypes using Figma
- Collaborated with design and development team to launch MVP and push iterations against tight deadlines

Factors Group of Nutritional Companies   May 2019 - Aug 2019
Internet Services and Design Intern
- Improved Webber Natural site health by 50% by implementing SEO best practices
- Individually audited mobile responsiveness and design consistency of 25 brand's website. Documented and redesigned using CSS and Javascript

Factors Group of Nutritional Companies   Jun 2018 - Aug 2018
Internet Services and Design Intern
- Continuously updated and administered the backend of 25 WordPress websites
- Scheduled social media posts (Facebook, Instagram, and Twitter) using Hootsuite, reaching approx. 120K followers

Extracurriculars

Enactus Waterloo   Sep 2018 - May 2019
VP Marketing
- Taught Figma and Photoshop to team of 5. Then delegated design and social media tasks accordingly
- Produced sponsorship packages, annual report, SOP guidelines for outreach, and branding guidelines for sustaining long-term growth

Entrepreneurship Society   Jan 2018 - Present
Design Director
- Researched and redesigned MailChimp templates, resulted in increasing subscriber interaction by 62%
- Audited current levels using analytics reports. Presented data analytics project to Presidents

Management Consulting Club   Feb 2018 - Present
VP Marketing
- Collaborated to design promotional material and marketing strategies, reaching an average audience of 1000 students per post
- Leveraged creative abilities to rebrand and establish consistency in promotional material

Education

University of Waterloo
Honours Global Business and Digital Arts
- Sep 2017 - May 2021
- GPA: 3.9/4.0

Toolkit

Design
Adobe Illustrator
Adobe Photoshop
Adobe XD
Pen & paper
Procreate

Development
HTML5
CSS
Bootstrap
Javascript

Prototyping
Figma
Invision
Sketch

Expertise
A/B user testing
Graphic design
Interaction flows
Low/high fidelity prototypes
Market research