

# Emily Liu

ux + product designer

Portfolio: [www.emilyliu.co](http://www.emilyliu.co)

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## EDUCATION

### University of Waterloo — Stratford School of Interaction & Design

Sep 2017 - Jun 2021

Honors Global Business & Digital Arts — Candidate for Bachelors of Arts

## EXPERIENCE

### UX Designer — Lumos Flux

Dec 2019

Rapidly designed the landing page using Figma and conducted extensive market and user research in one week. Tested designs through two rounds of A/B testing and user interviews.

### Product Designer — TyltGO

Aug 2019 - Oct 2019

Led a team of 3 to curate the creative direction for the Driver and Customer 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

May 2019 - Aug 2019

Individually audited and redesigned the mobile experience for 25 brand's websites using HTML, CSS, and JavaScript. Collaborated with digital strategists to audit and improved Webber Natural site health by 50% by implementing SEO best practices.

### Internet Services & Design Intern — Factors Group of Nutritional Companies

Jun 2018 - Aug 2018

Collaborated with PM and Product team to develop solutions for various client brands. Conducted keyword analysis using Google Trends, built wire frames using Adobe XD, and developed 10 landing pages using HTML and CSS.

## COMMUNITY

### VP Marketing — Management Consulting Club

Feb 2018 - Dec 2019

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

Jan 2018 - Dec 2019

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

Sep 2018 - May 2019

Produced sponsorship packages, annual report, SOP guidelines for outreach, and branding guidelines for sustaining long-term growth.

## SKILLS

Adobe Illustrator  
Adobe Photoshop  
Adobe XD  
Figma  
Sketch

Design Thinking  
Market Research  
Prototyping  
UX Design  
User Research

CSS  
HTML  
JavaScript  
Python