

Emily Liu

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Education

University of Waterloo - B.A. Business & Digital Design
GPA: 3.8/4.0

09/17 - 05/22

Experience

Wish

05/20 - Present

Product Design Intern - Marketplace Engineering

- Collaborated to curate and present creative direction of Merchant Plus - MVP. Designed onboarding features, settings pages, and payment pages.
- Improved product thinking abilities through mapping IAs and designing various interaction flows and features for complex Logistics-related projects.

Factors Group of Companies

04/19 - 08/19

Intern - Internet Services & Design

- Audited, documented, and enhanced the mobile experience of 25 brands using CSS and JavaScript. Including all language formats.
- Rapidly developed 10 promotional landing pages using HTML, CSS, JavaScript, and implementing SEO best practices using Yoast SEO plugin within 1 week.

Community

Design Mentor - StarterHacks

01/20

Assisted hackers in developing an empathetic mindset in initial hacking stages, documenting interaction flows, and communicating pitch decks to judges.

Lead Product Designer - TyltGO

08/19 - 10/19

Established and implemented the design system and managed team of 3 designers to develop revenue-generating MVP of 2 mobile apps within 2 months.

VP Marketing - Management Consulting Club

02/18 - 12/19

Rebranded all creative assets and promotional material to establish consistent brand identity. Social media posts reached average of 4K impressions per post.

Design Director - Entrepreneurship Society

01/18 - 12/19

Assisted in usability studies, research, and wireframing for Project Janus - a web platform that connects students to side projects and local start-ups.

Skills

Adobe CC
Figma
Sketch
Zeplin

Product Thinking
Prototyping
User Research
Visual Design

CSS
HTML
React
JavaScript