

Emily Liu

Product + ux designer

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Education

University of Waterloo — Stratford School of Interaction & Design

Sep 2017 to Jun 2021

Honours Global Business & Digital Arts – GPA: 3.9/4.0

Experience

UX Designer — Lumos Flux

Dec 2019 – Dec 2019

Conducted extensive market and user research to rapidly design the landing page and promotional material for CES 2020.

Lead Product Designer — TyltGO

Aug 2019 – Oct 2019

Led a team of 3 to curate the creative direction for 2 mobile apps. Launched revenue generating MVP within 2 months while maintaining strict deadline management between iterations.

Internet Services & Design Intern — Factors Group of Nutritional Companies

May 2018/2019 – Aug 2018/2019

Audited the mobile experience for 25 brand's websites using HTML, CSS, and JavaScript. Improved Webber Naturals site health by 50%, including all 9 language formats.

Collaborated with multiple internal department sections such as Product Design, and Digital Strategy, and Management to build wireframes using Adobe XD, and develop 10 promotional landing pages using HTML and CSS.

Community

Design Mentor – StarterHacks

Jan 2020 – Jan 2020

Assisted hackers with developing empathic user flows, product thinking, prototyping using Figma, and pitching.

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 Facebook post.

Design Director — Entrepreneurship Society

Jan 2018 – Dec 2019

Collaborated with a diverse team of designers 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 package and Annual Report, which was read by 50+ firms, using InDesign.

Skills

Adobe CC
Figma
Principle
Sketch

Design Thinking
Prototyping
User Research
Visual Design

CSS
HTML
JavaScript
Python