

# Emily Liu

## CONTACT

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## TOOLBOX

Adobe Illustrator  
Adobe Photoshop  
Adobe XD  
Figma  
Invision  
Sketch  
Pen + Paper

## DESIGN

A/B user testing  
Information architecture  
Interaction flows  
Low/high fidelity prototyping  
User research

## CODING

HTML5 + CSS3  
JavaScript (Bootstrap, jQuery)  
Wordpress

## LANGUAGES

English  
Mandarin

## INTERESTS

Hackathons  
Reading novels  
Listening to podcasts  
Cooking  
Drawing (digital + pencil)

## EDUCATION

### University of Waterloo, Ontario

*BA Honors Global Business and Digital Arts, 2017 - 2021*  
• GPA: 3.9/4.0

## WORK EXPERIENCE

### Factors Group of Nutritional Companies

*Intern - Internet Services and Design, Apr 2019 - Aug 2019*

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*Intern - Internet Services and Design, Jun 2018 - Aug 2018*

- Scheduled social media posts (Facebook, Instagram, and Twitter) using Excel and Hootsuite; reached approx. 120K followers
- Administered backend of 25 websites to manage product information and site content
- Created landing pages for featured products; used Google Analytics for SEO considerations, Adobe XD for wireframes, and Wordpress (Divi Builder) to build pages

## EXTRACURRICULARS

### Enactus Waterloo

*VP Marketing, Sept 2018 - May 2019*

- Responsible for delegating and overseeing communication between 3 project managers and 5 marketing team members
- Strategized for long-term sustainability with VPs for the club and 3 projects
- Produced sponsorship package, annual report, and SOP guides for social media outreach and branding guidelines

### Entrepreneurship Society

*Design/Marketing Director, Jan 2018 - Present*

- Bridge between marketing and design team for integrating graphic deliverables and marketing strategy
- Redesigned newsletters using Mail Chimp and increased subscriber engagement by 49% above industry average; produced Mail Chimp reference guide
- Researched students' engagement using analytics reports from Facebook, Mail Chimp, and Instagram; presented data analytics project and passed project to team member

### Management Consulting Club

*Advisor, Jan 2018 - Present*

- Previously VP Marketing and Graphic Designer
- Leveraged creative abilities to design all graphic deliverables (posters, report formats, name tags, Snapchat filters, etc.)
- Developed wireframes using InVision to assist with website development; working with development team to build site