Emily Liu

Product + ux designer

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Education

University of Waterloo — Stratford School of Interaction & Design
Sep 2017 to Jun 2021
Candidate for Bachelors of Arts Honors — Global Business & Digital Arts.

Experience

UX Designer — Lumos Flux
Dec 2019
Conducted extensive market and user research to rapidly design the landing page and promotional material for a start-up attending CES 2020.

Product Designer — TyltGO
Aug – Oct 2019
Led a team of 3 to curate the creative direction for 2 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 – Aug 2019
Audited and redesigned the mobile experience for 25 brand's websites using HTML, CSS, and JavaScript. Improved Webber Natural, a site available in 9 languages, site health by 50% through implementing SEO best practices.

Internet Services & Design Intern — Factors Group of Nutritional Companies
May 2018 – Aug 2018
Collaborated with PM, Product team, and digital strategists to build wireframes using Adobe XD, and develop 10 promotional landing pages using HTML and CSS.

Community

Design Mentor – StarterHacks
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 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 CC	Design Thinking	CSS
Figma	Prototyping	HTML
Principle	User Research	JavaScript
Sketch	Visual Design	Python