

Emily Liu

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Education

University of Waterloo — Stratford School of Interaction & Design
Sep 2017 – 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 deadline management during 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 departments such as Product Design, Digital Strategy, and Management to build wireframes using Adobe XD and build 10 promotional landing pages using HTML/CSS.

Community

Design Mentor — StarterHacks

Jan 2020 – Jan 2020

Assisted hackers with developing empathic user-centric designs, prototyping, 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 4 designers to create wireframes for Project Janus — a web platform to connect students to side projects.

VP Marketing — Enactus Waterloo

Sep 2018 – May 2019

Produced sponsorship package and Annual Report using InDesign and read by 50+ firms.

Skills

Adobe CC
Figma
Principle
Sketch

Design Thinking
Prototyping
User Research
Visual Design

CSS
HTML
JavaScript
Python