

Jamie Liu

jamie-liu.com
jamiejliu8@gmail.com
412-897-3206

SKILLS

UX Research

Interviews
Affinity Diagrams
Competitive Analysis
Journey Maps
Think Alouds

UX Design

Storytelling
Data Visualization
Information Architecture
Technical Documentation
Persona Development
Rapid Prototyping
Wireframing

Tools

Figma
Sketch
Abstract
InVision
Adobe CC

AWARDS

**1st Place in CMU UBA
Case Competition**
Spring 2020

**2nd Place in Deloitte
Case Competition**
Spring 2021

EDUCATION

Carnegie Mellon University

Pittsburgh, PA | 2019 – 2023
B.S. in Business Administration
Additional Major in Human-Computer Interaction
Dean's List Fall 2019 — Spring 2021
GPA: 4.0/4.0

EXPERIENCE

IBM — UX Design Intern

Portfolio project password: RHM2021

Austin, TX (Virtual) | May – Aug 2021

Worked on the Red Hat Marketplace team as part of the dashboard squad. Focused primarily on exploring the future user journey for usage and spend forecasting to project cloud software spend and identify cost-saving opportunities for enterprise users.

CMU HCII Research Lab — Research Assistant

Pittsburgh, PA | Aug – Dec 2020

Conducted research with a team of 8 to build a detailed occupational profile of maker entrepreneurs, specifically those skilled at creating physical goods but lacking a business background. Synthesized data from research papers and analyzed existing resources to discover unmet needs relating to pricing products, networking, and future financial success.

ByJamieLiu.com — Founder & Author

Online | June – Sept 2020

Developed self-hosted website with content management system and authored 2 weekly posts about college. Self-taught content creation, marketing, and branding to design a delightful experience for readers. Utilized Google Analytics to cater content to the interests of a monthly audience of 445.5k on Pinterest with 20.5k engagements.

PROJECTS

Whole Foods — UX Researcher & UX Designer

Interaction Design Course Project | Nov – Dec 2020

Reimagined the Whole Foods' grocery delivery experience to increase user satisfaction with the delivery service. Conducted pop-up interviews to identify the key insight that users distrusted the service. Designed user flow and wireframes for responsive website to give users more control with their produce selection.

Adidas — UX Designer

Interaction Design Course Project | Oct – Nov 2020

Developed a digital dashboard to communicate fashion sneaker metrics to Adidas employees. Implemented data visualization, motion, and rapid prototyping to balance user needs and frame data as informative and inspiring.