

YIFEI LIU

YIFEILIU.INFO
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IN A NUTSHELL I am a **UX designer** with industry experience of **visual design**, international media expertise in **storytelling**, and front-end coding for **prototyping**.

EDUCATION **UC - Berkeley**
Master of Information Management & Systems (HCI Focus)
2016 - 2018 | 3.9/4.0

UW - Madison
MA in Journalism & Mass Communications
2009 - 2011 | 3.8/4.0

Renmin University
BA in Journalism & Mass Communications
2005 - 2009 | 3.7/4.0

WORK **Ongo Science | Product Design Intern**
Sept 2017 - Present | Berkeley, CA
Designing mobile user experience for a data-driven fitness app to help users achieve better lifestyle.

Salesforce | Product Design Intern
May 2017- Aug 2017 | San Francisco, CA

- Transformed a vision into strategic design concepts for better user engagement in the sales product for Sales Cloud;
- Used extensive user research, ideation, and iterative design process to hone high-impact design opportunities;
- Crafted an end-to-end sales journey map as a unique user-centered knowledge asset for the team.

Haas@Work Project for StubHub | Design Lead
Jan 2017- May 2017 | UC Berkeley Haas School of Business

- Applied an innovation framework, extensive user research & iterative design to address a strategic challenge posed by StubHub;
- Delivered insights and design concepts to an executive team of five, received positive feedback from the client.

School of Information | Web Designer
Aug 2016 - Dec 2016 | UC Berkeley

- Used heuristic evaluation to redesign HikingGFW site;
- Redesigned information architecture and user interface.

IFPRI | Communication Designer
Jun 2011 - Jul 2016 | Washington DC

- Managed 5+ website design projects in US, Africa and Asia;
- Increased web traffic by 65% by refining branding strategy and conducting media campaigns;
- Designed websites, brochures, illustrations and infographics.

AWARDS **BeeHome | UX Design**
Designed a housing platform providing senior home assistance & affordable housing
Finalist, 2017 Berkeley Big Ideas Contest, May 2017
Finalist, 2016-2017 Stanford Center on Longevity Design Challenge, March 2017

"But It's Just a Joke" | Animation
Designed an animation project using social norms approach to address the "boys' club" culture in tech
Third Place, Social Norm Hackathon, UC Berkeley School of Information, April 2017

Play Everywhere | Visual Design
Created a marketing campaign connecting local communities
First Place and Illustration Wizard, CMYK Designathon, UC Berkeley Innovation Lab, November 2016

Drought in California | Interactive Data Viz
Created a data viz site about California drought
Winner of Bravest Hack, Cleanweb Hackathon, Berkeley Energy and Resources Center, Nov 2016

SKILLS **Design and Research Skills**
Interaction Design, Wireframing, Visual Design, Information Architecture, Usability Testing, Ethnographic Research, Storytelling, Prototyping

Design & Prototyping Tools
Sketch, Adobe Creative, Figma, InVision, Principle, Framer, Maya

Technical Proficiency
HTML, CSS, Javascript, Python, Unity