YIFEI LIU

yifeiliu.info
yifei.fei.liu@gmail.com

IN A NUTSHELL

Fun Experience Explorer
Interaction Designer
Color Enthusiast
Storyteller

AWARDS

Editor's Pick of Best
Portfolios on Bestfolios

1st Place, IDEO + Haas
Innovation 2017

1st Place, CMYK
Designathon 2016

Winner of Bravest Hack,
Cleanweb Hackathon 2016

Finalists, Stanford Longevity
Challenge 2017, Big Ideas @
Berkeley 2017

SKILLS

Design
Concept Design
Interaction Design
Visual Design
Prototyping

User Research
User Interviews
Usability Testing
Qualitative Analysis Methods

Coding
HTML & CSS
JavaScript
Python
Unity3D

EXPERIENCE

EchoUser Senior Experience Designer
Lead product design projects involving design strategy, interaction design, user research, and visual design; work with clients from startups to Fortune 100s such as Google, Cisco, and Ellie Mae; design end-to-end web and mobile products for consumers and enterprise users
Nov 2018 – Present | San Francisco, CA

Google Interaction Designer (Contractor)
Embedded in Google's customer engagement team via a 3-month contract to build its enterprise customer support products in material design
Feb 2018 – May 2018 | Mountain View, CA

Berkeley Energy & Climate Institute Design Technologist
Design & build prototypes of a building management console to optimize small-sized commercial buildings' performances
Sept 2017 – May 2018 | Berkeley, CA

Salesforce Product Design Intern
Delivered an end-to-end journey map & an awarding design framework to improve user engagement in enterprise products
May 2017 – Aug 2017 | San Francisco, CA

StubHub Design Consultant
Delivered design concepts & business recommendations to improve its consumer-facing mobile product's user engagement
Feb 2017 – May 2017 | San Francisco, CA

IFPRI Communication Manager
Managed 5+ web design projects, increased web traffic by 65% by refining marketing and content strategy
June 2011 – July 2016 | Washington, DC

EDUCATION

UC Berkeley	UW Madison	Renmin University
MS	Information	MA	Journalism	BA	Journalism
GPA: 3.9/4.0	GPA: 3.8/4.0	GPA: 3.7/4.0
16 – 18	Berkeley, CA	09 – 11	Madison, WI	05 – 09	Beijing, China

PUBLICATION

Liu, Y., Yang, N., Li, A., Paterson, J., McPherson, D., Cheng, T., & Yang, A. **Usability Evaluation for Drone Mission Planning in Virtual Reality.** Proceedings of the 2018 Human Computer Interaction International Conference. Springer