

# LI-TIEN OU

## PRODUCT DESIGNER

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## EXPERIENCE

### Senior Product Designer | Smule

Aug 2019 - Present

Lead Content squad initiatives and first-time user experience. Work in an Agile environment and collaborate closely with PMs, engineers, and other stakeholders to drive alignment and evangelize user-centered design process.

### Product Designer, Growth | Smule

Aug 2017 - Jul 2019

Designed meaningful and impactful metrics-driven solutions to grow the business. Led the design effort to improve onboarding, social engagement, localization, and user privacy across mobile and web platforms.

- Launched Groups v1 to empower the community to grow.
- Introduced Find Friends feature to Onboarding to lift D1 follows.

### Interaction Designer | HealthLoop

Nov 2015 - Aug 2017

Worked on clinical-facing side for enterprise hospital systems, patient-facing experience, and internal content management tool. End-to-end design including user research, interaction design, visual design, and prototyping.

- Helped implement GV's Design Sprint as a framework for problem-solving.
- Revamped the email templates, which served as the main entry point for care teams and patients to access the platform.

### UX Designer | University of Washington

Oct 2014 - Jul 2015

As a sole designer, I was responsible for building a Learning and Networking Management System from the ground up. Successfully shipped v1 product to Fortune 20 company clients.

### UX Design Intern | Trend Micro

Jun 2014 - Sept 2014

Designed "Move Client" feature for OfficeScan, the signature enterprise endpoint security protection solution.

## EDUCATION

### University of Washington

M.S. Information Management (HCI focus)

### National Sun Yat-Sen University

B.B.A. Management of Information Systems

## EXPERTISE

Interface Design  
Interaction Design  
Prototyping  
User Research  
Visual Design

## METHODS

Competitive Analysis  
Data Analysis  
Design Sprint  
Flow Analysis  
Heuristic Evaluation  
Information Architecture  
Storyboarding  
User Interview  
User Testing  
Wireframing

## TOOLS

Adobe Creative Suite  
Axure  
Framer  
HTML/CSS/Less  
InVision  
Principle  
Sketch

## CERTIFICATES

PMP  
Scrum Master

## AWARDS

1st Place, Smule Hackathon  
2018 | San Francisco, CA  
  
2nd Place, Startup  
Weekend Hackathon  
2015 | Seattle, WA