



# Maggie Liu

Product Designer

Portfolio: [www.maggie-liu.com](http://www.maggie-liu.com)  
LinkedIn: [www.linkedin.com/in/maggieliujx](https://www.linkedin.com/in/maggieliujx)  
Email: [maggieliujx@gmail.com](mailto:maggieliujx@gmail.com)

## Education

### Simon Fraser University

Interactive Arts & Technology  
Bachelor of Arts in Design  
09.2014 - 04.2020

Minor in Print and Digital Publishing  
05.2018 - 04.2020

## Skills

### Design

User Flows  
Personas  
Wireframing  
Interface Design  
Interaction Design  
Layout Design  
Print Design  
Visual Design  
Rapid Prototyping  
Qualitative Research

### Tools

Figma  
Sketch  
Adobe Suite  
Marvel  
InVision  
Principle  
Wordpress  
HTML/CSS

## Interests

Snowboarding  
Biking  
Hiking  
Vinyls  
Museums  
Coffee  
Architecture  
Photography

## Experiences

### AKQA

Amsterdam, NL  
05.2022 - Present

### Product Designer

Working with the world's largest car manufacturer and stakeholders from over 40 markets to ensure a seamless customer experience at every touchpoint. Leading workshops, conducting user tests, and designing end to end user journeys. Governing and educating stakeholders on design system guidelines and best practices.

### Trengo

Utrecht, NL  
09.2021 - 04.2022

### Product Designer

Trengo is a startup that unifies all messaging channels into one platform. I focussed on the customer retention stream and got to rethink the future of e-commerce. I also lead the design system project to create a scalable system that unifies the product experience.

### Freelance

Remote  
01.2021 - 08.2021

### UX/UI Designer

I provide UX analysis, persona creation, site map, wireframes, and final designs to multiple small businesses' digital products, to solve user needs and reach business goals.

### Artie

Remote  
10.2020 - 12.2021

### Product Designer

Artie is a location-based AR deal finder. As the sole designer at an early-stage startup, I lead the end-to-end design of the mobile and web app. I developed the design system and visual direction from the ground up. Working closely with the CEO, CTO, and developers to achieve company goals with design decisions.

### Media.Monks

Amsterdam, NL  
09.2018 - 04.2019

### UX Design Intern

I worked on projects ranging from e-commerce platforms to innovative campaigns. I worked with world-class clients, senior designers, producers, developers, and PMs. I explored creative solutions, created experience flows, wireframes, and prototypes.

### Enactus SFU Media Minds

Vancouver, CA  
06.2016 - 05.2017

### Graphic Designer

I designed all the print and digital material within given theme constraints. I also photographed workshop and event activities to be kept as records and used as promotional material.

## Awards / Recognition

### FWA of the Day

04.09.2019

### PUMA: Run My Way

A pop-up pavilion with a customizable interactive running experience. I was responsible for exploring motion gestures, and designing the complete user journey of the different states and screens of the customization experience.