Cathy Liu

1. EDUCATION

Cornell University '19

B.S. Information Science Design and Environmental Analysis minor 3.85 GPA

2. SKILLS

Craft

Sketch

Origami

InVision

Adobe Creative Suite

Development

HTML/CSS

Javascript/jQuery

PHP

SOL

Python

Java

Research

User Interviews Card Sort

Diary Study

Usability Study

Cognitive Walkthrough

3. COURSEWORK

Digital Product Design HCI Design Web Design & Programming Research Methods Game Design Object Oriented Programming

4. INTERESTS

Matcha flavored food & drinks Painting architecture Hiking Vancouver mountains

5. EXPERIENCE

Adobe Systems // Incoming Experience Design Intern

Summer 2018, San Francisco CA

Incoming Experience Design Intern on Adobe's Creative Cloud Team.

Haier // Product Design Intern

Summer 2017, Qingdao China

Redesigned Haier's online service and transportation platform to incorporate dynamic and personal content for power users. Transformed complex Haier logistical data into infographics. Achieved discoverability for 5,000 active users.

Cornell Computing & Information Science // CS1300 & 2300 Teaching Assistant

Fall 2017-Present, Ithaca NY

Created content and taught weekly discussions for Intro & Intermediate Web Design & Programming. Held weekly office hours and graded student assignments.

Atlanta Noms // Web Designer & Developer

Spring 2016, Ithaca NY

Delivered a branded company website using Bootstrap template, PHP, SQL, HTML, CSS, and JS. Increased company exposure by 200%.

6. EXTRACURRICULAR

Cornell University Sustainable Design // Co-Director of Design

Spring 2016 - Present, Ithaca NY

Led a team of designers, developers and content strategists to connect our audience with CUSD's values and sustainable impact through content curation, storytelling, and marketing.

Hotel Ezra Cornell // Lead Designer

Fall 2015 - Present, Ithaca NY

Transformed the Hotel School's Library & Lounge for 250+ alumni and guests.

Kappa Phi Lambda Sorority // Design & Public Relations Chair

Spring 2016 - Present, Ithaca NY

Designed marketing materials for recruitment and cultural & philanthropic events.

7. PROJECTS

Yelp Restaurant Experience Concept // Freelance Product Designer

Developed a concept case study on customizing the in-restaurant experience by enabling users to efficiently access recommendations from friends and other users.

Elevate // Product Designer

Iterated low to high fidelity mockups for personalized hospitality app concept at Hilton Hackathon 2017.