Cathy Mu Chen Liu

cathyliu.me // mcl247@cornell.edu // 607-379-7757

1. EDUCATION

Cornell University '19
B.S. Information Science
Design and Environmental
Analysis & Business minor
3.87 GPA

2. SKILLS

Craft
Sketch
Origami
InVision
Adobe Creative Suite

Development
HTML/CSS
Javascript/jQuery
PHP
SQL
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
Data Visualizations
Object Oriented Programming

4. INTERESTS

Matcha flavored food & drinks
Painting architecture
Hiking Vancouver mountains

5. EXPERIENCE

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 Teaching Assistant
Fall 2017-Present, Ithaca NY
Created content and taught weekly discussions for Introduction to Web Design & Programming. Held bi-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%.

Sweet Beginnings Event Design // UX Experience and Research Intern
Summer 2016, Vancouver BC
Performed user research to improve customer event planning experience. Iterated low to high fidelity mockups for revamped website.

6. EXTRACURRICULAR

Cornell University Sustainable Design // Multi-Media Designer
Spring 2016 - Present, Ithaca NY
Updated style guide and brand identity. Redesigned website project team pages. Designed website for alumni database and project team archive.

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