# Cathy Liu

## 1. EDUCATION

# Cornell University '19

B.S. Information Science Design and Environmental Analysis minor 3.8 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
Game Design
Object Oriented Programming

## 4. INTERESTS

Matcha flavored food & drinks Painting architecture Hiking Vancouver mountains

## 5. EXPERIENCE

# Adobe // Experience Design Intern

Summer 2018, San Francisco CA

Experience Design Intern on Creative Cloud Assets & Collaborations 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 // 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.

# OutOfSync // UX & Background Designer

Designed UX flows, UI elements, and backgrounds for OutOfSync, a game produced in the Introductory Game Design Course at Cornell. Download the game here: http://bitly.com/2L7KzW9