Cathy Mu Chen Liu

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

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
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 & 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%.

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 // Marketing & Communications Director

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.