

# Emily Liu

Product + ux designer

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## Education

**University of Waterloo** — Stratford School of Interaction & Design  
Sep 2017 to Jun 2021  
Honours Global Business & Digital Arts – GPA: 3.9/4.0

## Experience

### UX Designer — Lumos Flux

Dec 2019 – Dec 2019

Conducted extensive market and user research to rapidly design the landing page and promotional material in preparation for CES 2020.

### Lead Product Designer — TyltGO

Aug 2019 – Oct 2019

Led a team of 3 to curate the creative direction for 2 mobile apps. Launched revenue-generating MVP within 2 months while maintaining strict deadline management between iterations.

### Internet Services & Design Intern — Factors Group of Nutritional Companies

May 2018/2019 – Aug 2018/2019

Audited the mobile experience for 25 brand's websites using HTML, CSS, and JavaScript. Improved Webber Naturals site health by 50%, including all 9 language formats.

Collaborated with multiple internal department sections such as Product Design, and Digital Strategy, and Management to build wireframes using Adobe XD, and develop 10 promotional landing pages using HTML and CSS.

## Community

### Design Mentor — StarterHacks

Jan 2020 – Jan 2020

Assisted hackers with developing empathic user flow, product thinking, prototyping using Figma, and pitching.

### VP Marketing — Management Consulting Club

Feb 2018 – Dec 2019

Rebranded club's design assets and promotional material to establish consistency. Resulted in outreach posts reaching an average of 1,000 students per Facebook post.

### Design Director — Entrepreneurship Society

Jan 2018 – Dec 2019

Collaborated with a diverse team of 3 designers and 1 PM to create wireframes for Project Janus — a web platform to connect students to side projects.

### VP Marketing — Enactus Waterloo

Sep 2018 – May 2019

Produced sponsorship package and Annual Report using InDesign for Enactus National Championships, which was read by 50+ firms.

## Skills

Adobe CC  
Figma  
Principle  
Sketch

Design Thinking  
Prototyping  
User Research  
Visual Design

CSS  
HTML  
JavaScript  
Python