

# Mingxuan Katherine Liang | User Experience Designer

## CONTACT

<https://mingxuanliang72.github.io/mingxunaliang.com/>

[katherineliang72@163.com](mailto:katherineliang72@163.com)

[LinkedIn](#)

## SKILLS

### Strategy & Product:

Product Thinking  
Product Strategy & Road mapping  
Stakeholder Management

### UX Research:

User Interviews  
Usability Testing  
A/B Testing  
Competitive Analysis  
Market Research  
Journey Mapping  
Persona Development

### UX/UI Design:

Interactive Prototyping (Figma)  
Information Architecture  
User Flows  
Visual & Interaction Design  
Wireframing & Iterative Design

### Tech & Analytical:

Python  
Data Analysis (R, MySQL)  
Adobe Creative Suite  
Blender

### Languages:

Chinese Mandarin (Native)  
English (Native)

## EXPERIENCE

### Google, UX Design Certificate, *UX Research & Design*

Jun 2025- Oct 2025 | Online

- **Led user-centric designs** for a museum and a clinic reservation app, transforming user frustrations into defined product visions and value propositions that addressed niche market needs.
- **Synthesized user needs and business objectives** by translating complex workflows into intuitive solutions through iterative prototyping and usability testing, **validating final designs that boosted task completion by 40% and projected a 30% reduction in administrative overhead.**
- **Showcased Strategic ownership** and repeatable process for solving user problems by guiding projects from initial concept to high-fidelity, portfolio-ready case studies.

### Erovenus, *Social Media Editor*

Nov 2024- Mar 2025 | Nanjing

- **Initiated user research** through community outreach and conversations with KOCs, uncovering deep-seated user needs, pain points into product experiences and future industry visions.
- **Leveraged market research** to define audience personas and identify strategic KOL with whose values and audience aligned with user demographics.
- **Led end-to-end content creation rooted in user insights**, from scripting, hosting interviews, editing, publishing data-driven iteration across platforms to enhance user engagement.

### Lan Studio, *Founder & UX Researcher, Designer*

Jan 2024 – Mar 2025 | Remote

- **Orchestrated product strategy** by synthesizing market research, competitive audits, and user interviews to define business requirements, project scope, and success metrics.
- **Architected a streamlined user flow** that halved the number of clicks to find an item, establishing a validated, intuitive discovery journey through iterative usability testing.
- **Boosted conversion rates and mobile engagement** by refining product pages and microcopy based directly on user feedback and usability tests.

## EDUCATION

### University of Wisconsin, Madison *BA in Economics*

2021-2024 | Madison, WI

Consumer Behavior, Data Visualization focused, GPA: 3.76/ 4.00.  
Led DEI initiatives, organizing multicultural career development events and programs as VP of womensnetwork.

