

Mingxuan Katherine Liang | User Experience Designer

CONTACT

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[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.