

Shiya Liang

User Experience Designer

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EXPERIENCE

Product Designer, Groupon

Jan 2015 - Present

- Spearheaded the redesign for the Deal Details page on web, streamlining and unifying the user experience for multiple product specializations. Inspired a new information architecture, affecting interaction flow and visual tone of the page. Initiated exploratory and evaluative research to help define the product development timeline.
- Created responsive framework for the Deal Details page on desktop, tablet and mobile web. Collaborated with a team of UX designers, product managers, and engineers for a connected end to end experience.
- Established the baseline design for third party deals (i.e. Ticketmaster, Goldstar, and FanXchange) on web, ios, and android.

UX Designer Intern, ETU Design Consultancy

Jun 2013 - Aug 2013

Designed user interface for web, conducted user research, worked closely with clients from telecom and banking companies.

Design Intern, Nudesign Limited

Jul 2012 - Aug 2012

Redesigned company's website to support on-site e-commerce need. Created a new smart phone app for product showcase.

Research Team Lead, Ecolo Home Furnishing Co. Ltd.

Jun 2012 - Jul 2012

Led a team of 5 to conduct user research on consumer furniture purchasing behavior, contributed to Ecolo's marketing strategy.

EDUCATION

University of Washington

Sep 2013 - Aug 2014, Seattle WA

Master of Human Computer Interaction + Design

South China Agricultural University

Sep 2009 - Jun 2013, Guangzhou China

Bachelor of Engineering, Major in Industrial Design.

Graduated in top 10% of the class of 2013.

TOOL & SKILLS

UI Design

Sketch, Photoshop, Illustrator, After Effect, Premiere

Prototyping

Principle, Invision, Pixate, Keynote
HTML+CSS, Storyboard

3D Design

Solid Works, Auto CAD, Rhinoceros, Keyshot, Sketchup

Languages

English, Cantonese, Mandarin
Chinese