

Shiya Liang

User Experience Designer

www.shiyaliang.me

shiya.m.liang@gmail.com

510.516.9422

EXPERIENCE

Product Designer, Groupon

Jan 2015 - Present

- Spearheaded the redesign for the Deal Details page on mobile web, streamlining and unifying the user experience for multiple product specializations. Initiated exploratory and evaluative research to help define the product development strategy and timeline. Inspired a new information architecture, affecting interaction flow and visual tone of the page.
- Created responsive framework for the Deal Details page on desktop, and tablet. 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