

Shiya Liang

User Experience Designer

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510.516.9422

EXPERIENCE

Product Designer, Groupon

Jan 2015 - Present

Lead designer on deal detail page on web, also delivered design in ios, android and mobile web.

Spearheaded the redesign of deal detail page, defined responsive framework, initiated exploratory and evaluative research, shaped product development timeline.

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

Master of Human Computer Interaction + Design, University of Washington

Sep 2013 - Aug 2014, Seattle WA

Interdisciplinary program from the division of Design, Computer Science & Engineering, Human Centered Design & Engineering and Information School at UW.

Bachelor of Engineering, Major in Industrial Design, South China Agricultural University

Sep 2009 - Jun 2013, Guangzhou China

Graduated in top 10% of the class of 2013.

TOOL & SKILLS

UI Design

Sketch, Photoshop, Illustrator, After Effect, Premiere

Prototyping

Principle, Invision, Pixate, Proto.io, HTML+CSS, Sketching, Model Making, Storyboard

3D Design

Solid Works, Auto CAD, Rhinoceros, Keyshot, Sketchup

Languages

English, Cantonese, Mandarin Chinese

HONORS

University Scholarship Winner

Four consecutive year scholarship winner in South China Agricultural University

Award of Excellence, 2012

National College Industrial Design Competition Award, Guangdong Regional

Won out of more than 1,000 submission in Guangdong Region.