

Siqi Liu

Sr UX Designer

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[Behance Work](#) ⚡ [Portfolio Website](#)

Education

• Sydney University	Interaction Design and Electronic Arts	Master of Arts	2017.07 - 2019.04
• Shanghai University	Microelectronics Science and Engineering	Bachelor of Science	2013.09 - 2017.06

Work Experience

• SEMO Design Studio	Founder	Design Squad	2023.01 - Now
• Microsoft	UX Consultant	Customer Innovation Team	2019.10 - 2022.12
• IBM	Consultant - UX/UI Designer	Global Business Services Team	2019.04 - 2019.10

Project Experience

Well-Link | WebApp Design 2023.09 - Now

Well-Link is dedicated to building a cloud gaming development platform. After the product for Chinese market is completed during POC stage, Well-Link is now trying to optimize the product's user experience and interface for the European and American markets. They are seeking design consultancy services to improve future product scalability and adaptability.

Design Highlights

- Multi-dimensional Design Walkthrough
- Benchmark against the latest experience design trends
- Visual output facilitated by AIGC
- UX Content Correction

Key deliverables

Multi-dimensional Design Walkthrough, Optimization Proposal, UX Content Correction, Design Strategy for Scalability, AIGC visual materials

PaddleWaves | Cross-platform Experience Design 2023.01 - Now

PaddleWaves is a startup company that primarily caters to watch enthusiasts. The website is mainly used for watch-related news and watch price database, while the app serves as a e-commerce platform between watch sellers and buyers. SEMO also assists PaddleWaves in further exploring brand value and brand tone, establishing visual consistency across various social media materials.

Design Highlights

- Establish the brand digital experience
- Competitive Analysis

Key deliverables

design guidelines, social media banner design, responsive web design, ios app design

Johnson and Johnson | Chatbot Design 2022.01 - 12

Quality Management System (QueSt) is MedTech's new voice-enabled Digital Intelligent Assistant focused on the power of technology and harnessed data to drive rapid action and quality escalation decision making for engineers, etc. With the help of ChatBot, Johnson and Johnson could relief the workload of escalation engineers and quality engineers.

Design Highlights

- Chatbot Design Methodology Conclusion
- Conversational UX Design

Key deliverables

Bot Design Workshop, Conversational UX, responsive web design, product landing page

Rio Tinto | Field Safety Tool · Mobile Application 2021.10 - 2022.10

The Rio Tinto Field Safety Tool (RTFST) is a people-centric and mobile-enabled technology toolkit, designed to provide insight, reduce complexity and empower frontline teams to operate safely. The application framework is based on PowerApps, so the UI design should be as user-friendly as possible with the boundary of PowerApps.

Design Highlights

- Apply customer's design guideline to make sure the deisng consistency with other customer products
- High-contrast mode design
- Design Validation

Key deliverables

User Interview, Design Thinking Workshop, flowchart, information architect, inclusive design, Design Validation

Skills

AIGC facilitated Design UX Design UI Design Interaction Design Web/Mobile Design App Design Accessibility Design Motion Design
Animation Data Visualization 3D Asseting Visual Storytelling Information Architect Illustration

Tools

ChatGPT Stable Diffusion Midjourney Figma Zeplin Sketch Adobe Photoshop Adoeb Illustration Adobe Premiere After Effects Principle
ProtoPie Miro Azure DevOps Jira M365 PowerBI PowerApps Cinema4D MarvelousDesigner Adobe XD Adobe InDesign Xmind

Language

English Japanese Chinese HTML CSS MATLAB