

# Jinsong Liu

Digital Product Designer / Portfolio: [sylvesterlau.com](https://sylvesterlau.com)

**Jinsong Liu (Sylvester Lau)** is a digital product designer with four years of experience in retail, e-learning and finance. He recently graduated from MA User Experience Design at the University of the Arts London. Holding a continued interest in human-technology relationships, he aspired to become a full-stack designer. His work appreciates collaboration, unexpected processes and measurable results.

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[View LinkedIn profile](#)

## EDUCATION

2020.10 — 2021.12

**University of the Arts London**

User Experience Design, Master of Arts

2013.9 — 2017.7

**Guangdong University of Technology**

Industrial Design, Bachelor of Engineering

## LANGUAGE

**English**

IELTS Academic 7.5 / CEFR C1

**Chinese / Cantonese**

Native Speaker

## WORK EXPERIENCE

2021.10 – 2021.11

**Product Designer (Part-time)** W12 Studios

London, UK

Participated in new features design for Verizon TV and Dashboard

2021.3 — 2021.7

**UX Designer** UAL Master's Degree Projects

London, UK

Worked with external partners, including: Explored a Human-Robot Interaction research method with body-storming with **Moley Robotics**; and VR exhibition "Silk Road: Asia" with the **V&A Museum**

2020.2 – 2020.8

**UI/UX Designer (Part-time)**

Guangzhou, China

Design for company's website on Wordpress and e-learning content

2018.5 — 2019.8

**Retail Project Design Lead** Runwise Co.

Guangzhou, China

I led the design team of a digitalisation project for Kungfu Restaurant Co, China's top Chinese fast-food brand. Collaborated with project managers, engineers and the marketing team, we delivered an omnichannel online order system (App, Kiosk, Dashboard) with a design system. The project raised online customer retention to 55% and helped the company ready for the unexpected COVID-19 pandemic.

2017.7 — 2018.5

**Junior Product Designer** Runwise Co.

Guangzhou, China

I crafted interfaces, illustrations and infographics for Refuel, an e-learning app on lean-product, agile management and other skills.

2016.6 — 2016.12

**Interaction Design Intern** ETU Design

Guangzhou, China

I collaborated with senior designers and user researchers to design user flow, wireframes interfaces. Clients included China Mobile HK, China Merchants Bank.

## FEATURES

Cited Project in Italian

Festival of Complexity 2021

Individual

WeChat Smart Retail Award  
2018

Team

## SKILLS

Interview

Co-design Workshop

Rapid Prototyping

Design System

Data-driven Design

Agile thinking

Usability Testing

Life Learner

## TOOLS

Figma

Sketch

HTML/CSS/JavaScript

Physical Prototyping

Notion

Always trying new tools :)

# 刘劲松

数字产品设计师 / 作品集: <https://sylvesterlau.com>

我是一名有 4 年经验的数字产品设计师，曾参与零售、在线教育、金融等领域的数字化转型项目，目前毕业于伦敦艺术大学的用户体验设计硕士专业。我对科技行业和工具类应用有长期热情，在工作中注重团队合作，创意过程和可量化指标，正朝着全栈设计师努力。

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[查看领英档案](#)

## 教育背景

2020.10 — 2021.12

伦敦艺术大学

用户体验设计，文学硕士

2013.9 — 2017.7

广东工业大学

工业设计，工程学士

## 语言能力

英语

IELTS Academic 7.5 / CEFR C1

中文 / 粤语

母语水平

## 工作经历

2021.10 – 2021.11

**产品设计师（兼职）** W12 Studios

英国，伦敦

负责 Verizon TV 智能电视平台及数据后台的新功能设计和优化

2021.3 — 2021.7

**用户体验设计师** 伦敦艺术大学硕士合作项目

英国，伦敦

参与外部合作项目，包括：与 Moley Robotics 运用 body-storming 探索厨房机器人互动的的设计研究方法；与 V&A 博物馆合作，探索疫情下的展馆体验，设计 Silk Road: Asia VR 展览

2020.2 – 2020.8

**UI/UX 设计师（兼职）**

中国，广州

负责公司官网设计，Wordpress 建站及在线培训课程资料设计

2018.5 — 2019.8

**零售项目主设计师** Runwise 咨询

中国，广州

在真功夫餐饮集团数字化咨询项目中担任主设计师，驱动小型敏捷设计团队，与产品经理、开发和市场营销团队深度合作，为客户交付全渠道数字化方案（微信小程序、Android 平板点餐系统和数据营销后台）。项目期间逐渐建立和执行从用户调研、敏捷原型、设计系统到测试反馈的设计流程。该项目让顾客留存率提升55%，为随后到来的疫情打下服务基础

2017.7 — 2018.5

**初级产品设计师** Runwise 咨询

中国，广州

负责「即能」在线教育小程序设计，与产品经理从零到一搭建产品，工作包含访谈、竞品分析、界面设计、信息图、插画及前端开发对接

2016.6 — 2016.12

**交互设计实习** ETU Design

中国，广州

协助高级设计师和用户研究员，参与调研、用户流程规划、交互和视觉设计提案。客户包括招商银行、中国移动（香港）等

## 成就

Italian Festival of Complexity

2021 研讨会引用项目

个人奖项

微信 2018 年度智慧零售奖

团队奖项

## 专业技能

用户访谈

共创工作坊

快速原型

设计系统

数据驱动设计

敏捷思维

可用性测试

终身学习者

## 工具

Figma

Sketch

HTML/CSS/JavaScript

Physical Prototyping

Notion

乐于尝试新工具 :)