

Jinsong Liu

UX Designer / sylvesterlau.com

Jinsong Liu (Sylvester Lau) is a multidisciplinary designer from Guangzhou, China. He worked for three years on digital transformation in finance, retail and e-learning, and is currently a Master Student on User Experience Design. Holding a continued interest in human-technology relationships, he aspired to become a full-stack designer. His work values collaboration, measurable results but also appreciates the complex nature and unexpected processes.

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EDUCATION

2020 — 2021 **University of the Arts London** London, United Kingdom
User Experience Design, Master of Arts

2020 — 2021 **Guangdong University of Technology** Guangzhou, China
Industrial Design, Bachelor of Engineering

LANGUAGE

English
IELTS 7.5 / CEFR C1

Chinese Mandarin
Native Speaker

Cantonese
Native Speaker

WORK EXPERIENCE

2019 — 2020 **Freelance UX/UI Designer**
I mainly worked on website design using Wordpress and HTML/CSS/JS

2020 — 2021 **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 — 2018 **Junior UX Designer** Runwise Co.
Guangzhou, China
I crafted interfaces, illustrations and infographics for Refuel (Ji Neng), an e-learning app on lean-product, agile management and other skills.

2016 **Interaction Design Intern** ETU Design
Guangzhou / Shenzhen / Hong Kong, China
I collaborated with senior designers and user researchers to design user flow, wireframes interfaces. Clients included China Mobile HK, China Merchants Bank.

SKILLS

User Interviews
Interactive Prototyping
Design System
Data Visualisation
Data-driven Design
Product Strategy
Co-design Workshop
System Thinking
Design Management
User Testing
Life Learner

TOOLS

Figma / Sketch
Physical Model
HTML / CSS / JavaScript
Github
Notion
After Effects
Always trying new tools :)

FEATURES & AWARDS

2021 **Featured Project** [Complexity Education Project](#)
Individual project "Bubble Trouble" was featured in a column of Massimo Conte, Editorial Coordinator of the Complexity Education Project.

2018 **Annual Smart Retail Services** WeChat
Team project "Kungfu Order" received the Wechat Mini App annual award