

# Jinsong Liu

UX Designer / [sylvesterlau.com](http://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.

[sylvester.lau@outlook.com](mailto:sylvester.lau@outlook.com)

+44 07513 880183

130 Elephant Road, London  
SE17 1EX

[View LinkedIn profile](#)

## 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** Digital Acupuntures ((Agopunture Digitali))  
Individual side project "[Bubble Trouble](#)" was featured in a column of the Complexity Education Project.
- 2018 **Annual Smart Retail Services** WeChat  
Team project "Kungfu Order" received the Wechat Mini App annual award