

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 studying 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 Academic 7.5 / CEFR C1

Chinese / Cantonese

Native Speaker

WORK EXPERIENCE

2021 **UX Designer (Master's Degree Project)** Moley Robotics
London, United Kingdom

We collaborated with the world's first robotic kitchen to design a systematic research method and 16 robot modes examining human-robot interactions, supporting robot industry's product design and evaluation.

2021 **UX Designer (Master's Degree Project)** Victoria and Albert Museum
London, United Kingdom

We worked with the V&A Museum to devise an an immersive, interactive and generative VR experience of their fascinating online collection, enhancing its educational and research functions.

2018 — 2019 **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 **UX 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 **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.

AWARDS

CEP's Featured Project

Individual project "Bubble Trouble" was featured in a column of the [Complexity Education Project](#).

WeChat Smart Retail Services, 2018

Team project "Kungfu Order" received the Wechat Mini App annual award

SKILLS

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

TOOLS

Figma / Sketch
Physical Model
HTML / CSS / JavaScript
Always trying new tools