Jinsong Liu

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View LinkedIn profile

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.

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 |

WORK EXPERIENCE

2019 — 2020 **Freelance UX/UI Designer**

I mainly worked on website design using Wordpress and HTML/CSS/JS

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 (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.

FEATURES & AWARDS

2021 **Featured Project**   at 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**   at WeChat

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

LANGUAGE

English
IELTS Academic 7.5 / CEFR C1

Chinese Mandarin
Native Speaker

Cantonese
Native Speaker

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