



# ESTHER LIU

PRODUCT DESIGNER

## University of California, San Diego

SEP 2021 - JUN 2025 (EXPECTED)

B.S. Cognitive Science, Design & Interaction | 4.0 GPA

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## EXPERIENCE

### Design Team Lead / Design for America

SEP 2022 - PRESENT

- Developing solutions for houselessness on UCSD campus on a team of 7 UX designers and researchers.
- Currently surveying and interviewing UCSD students facing houselessness.
- Conducting secondary research of local houselessness programs to pinpoint primary stakeholders.

### Industry Relations Director / Design Co

SEP 2022 - PRESENT

- Spearheaded annual design career fair, uplifting 150+ students to have meaningful 1-on-1 conversations with Pixar, Sony, Yahoo, and more!
- Lead industry collaboration and event brainstorming to provide industry-partnered workshops, panels, and designathons for 150+ student designers at UCSD.

### Product & Visual Design Intern / Girls Rising San Diego

JUN 2022 - SEP 2022

- Shipped a redesigned website with new flows. Garnered 290+ unique visitors in site traffic within 1 month of handoff.
- 15-20 hrs/wk cross-functional collaboration with UX Researcher, Visual Designer, and Web Developers to improve information architecture and increase donations/signups for nonprofit.
- Redesigned logo and brand colors to better serve nonprofit's mission and stakeholder requests.

### UX Designer / Second Chance Youth Garden San Diego

JAN 2022 - MAY 2022

- Prototyped a hi-fidelity website redesign to increase donations/signups for local nonprofit.
- Worked closely with 5 student designers to conduct interviews and surveys and centralize site information architecture.
- Conducted 2 rounds of user testing with 14 youth participants.



Figma, UI/UX Design, User Research, Wireframing, Prototyping, Usability Testing, Information Architecture, Problem Solving, Developer Handoff, Cross-Functional Collaboration