Tina Liu

Simplicity • Focus • Action

I'm a UI/UX designer passionate about sustainability, minimalism and making people's lives easier. In design, I believe in following a proven process to achieve repeatable success. My goal is to bring simplicity and focus to everything I work on.

Education

UI/UX Design
◉ **Bloc.io**   2016 - 2017

Bachelor of Industrial Engineering
◉ **University of Toronto**   2008 - 2013

Skillset

UI/UX User Stories,User Flows, Surveys, Personas, User Testing, Wireframing, Mobile Design, Web Design, Responsive Design, Interaction Design, Prototyping

Toolbox Sketch, Balsamiq, Photoshop, Indesign, Illustrator, Invision, Marvel, Flinto

Dev Knowledge HTML, CSS/Sass, Bootstrap, JavaScript

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Work Experience

UI Designer/Developer
◉ **Purefacts Financial Solutions**   DEC 2013 - FEB 2017

- Standardized UI patterns and created style guide to improve the visual consistency of the application suite.

- Translated business requirements into user stories and user flow diagrams to improve the understanding of the problem and facilitated in-team discussion.

- Produced low-fidelity wireframes and led design review sessions with development team to discuss technical feasibilities of various alternatives.

- Redesigned and built the company website for lead generation, received regular inquiry asking for quotes and email subscription from all over the world till this day.

Business Analyst
◉ **Environment Canada**   MAY 2011 - SEP 2012

- Produced technical specifications by gathering information from scientific specification and communicating with SMEs for the development of 6 application for the Canadian and World aviation data.

- Documented and designed a comprehensive structural diagram clearly showing the relationships of over 50 applications under development to assist the understanding and communication within the team.