Vivian Liu

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EXPERIENCE

Marketing & Design Intern
Sept 2018 - Jan 2019

University of Waterloo Food Services

- Redesigned existing website UIs to reduce abandonment rate, better adapt to mobile screens, and improve overall experience.
  - Contributed in end-to-end UX design from inception, discovery, ideation, research, to production and testing.
  - Collaborated with PMs, stakeholders, web engineers to translate requirements and process flows into scalable solutions.
  - Conducted user research to identify design opportunities, drove improvement of core web functionality by fixing broken links, reducing unnecessary clicks, and reorganizing layouts and navigation.
- Researched and designed new products, menu boards, marketing tools to promote initiatives such as improving sales, recycling, and healthy eating.

Business Analyst Intern
Sept 2017 - Jan 2018

Scotiabank

- Assisted PMs and devs with task management and UAT testing using JIRA to meet key deadlines throughout the product development life cycle.

PROJECTS

Captain Plants, case study, ui/ux design
Sept 2019 - Dec 2019

A lifestyle and marketplace mobile app for plant lovers who seek healthy and mindful companionship with nature.

- Worked collaboratively in a team of students to conduct research, analysis, opportunity validation, and marketing strategies.
  - Solo designer, translated our findings into interface prototypes.
  - Led user research and persona creation to improve the alignment of our strategy to our users' needs.

UberHOME, case study, ui/ux design
July 2019

A hypothetical partnership for Uber with IKEA harnessing the benefits of modern rideshare to bring affordable furniture to students and young adults.

- Worked collaboratively in a team of students to conduct market and user research, analysis, and create effective design solutions.

StudHUB, product design project
Sept 2017 - Dec 2017

An educational app designed to help parents teach their kids the importance of spending, credit, and saving money.

- Worked collaboratively in a team of two to conduct market and user research, analysis, and create effective design solutions.

EDUCATION

University of Waterloo
2021

B.MATH. Math & Business Admin.

- Business strategy & opportunity assessment
- Market research & product design
- Marketing
- Statistical analysis
- Technical writing, interpersonal communication, psychology

CERTIFICATION

User Interface Design
2021

California Institute of the Arts

User Experience Design
2021

California Institute of the Arts

User Experience Design

Google (in progress)

SKILLS

Toolkit

Figma	Proficient
Adobe Suite	Proficient
Office Suite	Proficient
HTML/CSS	Working Knowledge

Design

User Research
- Interviews & surveys
- Market/trend research & analysis
- Affinity mapping
- Persona creation
- Journey maps

User Interface
- Low-fi, high-fi design
- Wireframing & prototyping
- Interaction design