

# Vivian Liu

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Portfolio: [vivianliudesign.com](http://vivianliudesign.com)

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## WORK EXPERIENCE

### University of Waterloo Food Services

Sept. 2018 – Dec. 2018

*Marketing & Design Intern*

*Waterloo, ON*

- UWFS serves food to the campus community; they were in the process of shifting from print-based marketing to digital starting with a new look for their website.
- Redesigned existing website UI to reduce abandonment rate, adapt to mobile screens, and improve online engagement.
  - Contributed in end-to-end UX design from inception, discovery, ideation, research, to production and testing.
  - Collaborated with PMs, stakeholders, engineers to convert requirements and process flows into scalable solutions.
  - Conducted user research to identify actionable user insights and design opportunities, presented the prototypes and PowerPoints to key stakeholders.
  - Drove improvement of core web functionality by fixing broken links, reducing unnecessary clicks, and reorganizing layouts to increase exposure of information that is important to users.
- Researched and designed new products, menu boards, posters, and other digital marketing materials to promote initiatives such as campus events, recycling, and healthy eating.

### Scotiabank

Sept. 2017 – Dec. 2017

*Business Analyst Intern*

*Toronto, ON*

- Assisted PMs and Devs with active communication, task management and UAT testing to meet deadlines throughout the product development life cycle for key risk management systems.
- Oversaw a team of two interns to design an educational app to help parents teach high-school children the importance of saving, spending, credit, and navigating the complex financial landscape.
  - Conducted user and market research, analysis and presented the final design proposal.

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## EDUCATION

### California Institute of the Arts

Nov. 2021

*UI/UX Design Certification*

*Online*

- Completed four, project-based courses to learn practical skills in UI/UX. Created app interfaces, e-commerce websites, and practiced designing user-centered low to high fidelity wireframes & prototypes.

### University of Waterloo

Oct. 2021

*BMATH. Mathematics & Business Administration*

*Waterloo, ON*

- Business has taught me to design with strategy and creativity. I've learned to always have a sensibility for the needs of the users, the external environment, and how to convert their experiences into value and opportunity.
  - Worked collaboratively on multiple projects to conduct competitive analysis, user research, and opportunity validation to design business solutions that fit the needs of our target audience.

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## SKILLS & INTERESTS

- **Projects:** Check out my portfolio at: [vivianliudesign.com](http://vivianliudesign.com)
- **Skills:** Adobe Creative Suite; Figma; Market analysis; Microsoft Office Suite; Statistical analysis; Usability testing; User research (interviews, surveys, personas, journey maps, behavioral/positioning maps, user flows); Wireframing/Prototyping
- **Interest:** Board games; digital art; movies; music; travelling; video games