VIVIAN LIU

UI/UX Design & Market Research

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WORK

Marketing & Design Intern
Sept.2018 - Dec.2018

University of Waterloo Food Services

- **Lead digital designer** for new products, business developments, and social media, resulting in the improvement of key marketing materials.
- Designed a new information architecture to i**ncrease website engagement and scalability** that aligns with the university's visual identity and brand
- **Engaged** with area managers, chefs, and students to conduct user research, surveys, and interviews throughout the design process.

Business Analyst Intern
Sept.2017 - Dec.2017

Scotiabank

- **Assisted in different stages of project development** including SIT/UAT testing of key risk management systems. Engaged in **open and active communication** to ensure key timelines and requirements are met.

Assistant Store Manager
Nov. 2014 - June.2016

Brunet Florist

- **Integrated** a global flower ordering system (FTD) into the online website to facilitate online shopping for international users.

PROJECTS

User Interface Designer
Oct. 2021

Steady - Innovating breathing meditation

- **Designed and conceptualized** wireframes for a unique meditation app using interface design principles.

Product Designer, UI/UX Designer
Sept. 2019 - Dec.2019

Captain Plants - A unique gardening lifestyle app

- Conducted **user research, competitive analysis**, and designed **wireframes and marketing strategies** for a new venture app project.
- **Led user interviews** to research and interatively improve product strategy, positioning, and interface design.

Product Designer, UI/UX Designer
May. 2018 - Aug.2018

StudHUB - Social platform for university life

- Conducted **user research, competitive analysis**, and designed **wireframes and marketing strategies** for a new venture app project.

EDUCATION

University of Waterloo
BMATH. Math/Business Administration

Sept.2016 - May.2021   3.7

CERTIFICATION

User Interface Design
California Institute of the Arts (Coursera)

Oct. 2021

User Experience Design
California Institute of the Arts (Coursera)

Nov. 2021

SKILLS

Design

Figma	HTML/CSS
Photoshop	Microsoft Office Suite
Illustrator	Wireframe/Prototype
Premiere Pro	Product Development

Research

Usability Testing	User Journey Maps
User Interviews	Persona Creation
User Surveys	SQL, Data Analysis

Analysis

Statistical Analysis	Market Analysis
• Regression	• Marketing Mix
• ANOVA	• STP Analysis
• T-test	• SWOT/PEST

Language

English	Fluent
French	Proficient
Chinese	Proficient

HOBBIES

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