

Yu Liu

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Skills

Design

Interaction Design
Prototyping
Wireframing
Sketching
Contextual Inquiry
Usability Testing
Persona / Scenarios

Development

Python
JavaScript
HTML5 / CSS3
Arduino
Java
Git

Software

Sketch
Framer
Figma
Principle
Abstract
Webflow
Photoshop
Axure

Education

University of Michigan

09/2016 - 04/2018

Master of Science in Information, Human Computer Interaction. GPA: 3.95

Beijing University of Posts and Telecom

09/2012 - 06/2016

Bachelor of Engineering, Industrial Design (HCI Track). GPA: 3.7

Experience

Yahoo (Verizon Media) · Sr. Product Designer

07/2018 - Present

- Led the redesign of Yahoo Sports mobile growth. Increased retention by **200%** YOY, DAU by **25%** YOY, and NPS by **10** YOY.
- Led the design of Yahoo Sports app NFL draft. Hosted more than **880k** total streams, increased draft tab DAU by **800%** YOY.
- Lead designer on Ad Builder. Led the incubated ad product migrated to Yahoo Native ad platform. Increased the original conversion rate by **284%**.
- Lead designer on DSP Media Planner. Self initiated and pushed forward the idea, pitched to VPs and got resources, then led it to launch.

Google · UX Design Intern

05/2017 - 08/2017

- Designed a user feedback flow for Smart Reply to make this AI feature even smarter. Incorporated research, led design, and **launched** to **all iOS** Gmail users.
- Led UX for a new UI framework that can notify users their mistakes before sending the email to reduce their awkwardness.

LinkedIn · Product Manager Intern

12/2015 - 06/2016

- Led the project of binding Chitu account to Sesame Credit in Alipay, increased an average of **15,000** users per day.
- Redesigned the feed module to recommended order. Led the global Click-Through Rate increased by **50%**.

Baidu · Web Develop Intern

03/2015 - 08/2015

- Redesigned an interval data analysis platform through interview, statistical analysis and usability testing.
- Extracted and visualized the data through **EChart.js** and **Tableau**.
- Refactored webpages by **PHP Smarty** and **F.I.S.**