

Yu Liu

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Skills

Software

Figma
Principle
Sketch
Abstract
Framer
Webflow
Photoshop
Axure

Design

Interaction Design
Prototyping
Visual Design
Usability Testing
Contextual Inquiry
Persona / Scenarios
Illustration Design

Development

Python
JavaScript
HTML5 / CSS3
Arduino
Java
Git

Experience

Twitter · Lead Product Designer

04/2021 - Present

- Twitter 2.0: Led design of the entire Monetization organization; Launched products incl. Twitter Blue, Coins, and Verified Organizations (all Elon direct initiatives).
 - Designed the E2E experience for Twitter Blue and launched it globally. This resulted in over **443K** blue verified subscribers and brought in over **\$43M** in ARR.
 - Designed and launched the Verified Organizations in the US. Accumulated over **42** verified organizations and **308** affiliates. Brought in over **\$689K** ARR.
- Twitter 1.0: Led design of Performance Ads incl. Dynamic Product Ads, Mobile App Promotion, and Web Conversions.
 - Led the design of Dynamic Product Ads and launched it to e-commerce SMB advertisers in the US. Resulted in over **150** customers and **\$1.4M** in ad revenue.

Yahoo · Sr. Product Designer

07/2018 - 04/2021

- 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.

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