

CHANGCHANG LIU

PORTFOLIO [CHANGCHANG.LIU115@GMAIL.COM](https://changchangel.com)

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ADDRESS SAN JOSE, CA, 95112

Result-driven, versatile and passionate Lead Designer who's been developing impactful design since **2008**.

EDUCATION

University of Illinois Urbana Champaign

Master of Fine and Applied Arts | Straight A's in all Design Studios
Assisted teaching Visual Communications

UC San Diego

Certificate, User Experience: Research and Prototyping

Sichuan Agricultural University

Bachelor of Architecture | Awarded National Scholarship

RECENT WORK EXPERIENCE

ROKU INC. • 2016 - present

Lead Product Designer

- Leading all the projects in Advanced Development org
- Mentoring/managing a team of 4 designers
- Work closely with project DRIs, PMs, Engineers, User Researchers and Data Analysts
- Work on projects end-to-end, applying Visual & Interaction Design skills and Product Thinking
- Launched 10+ products and features in all scales, across multiple platforms

SPRINGBOARD • 2021

UX/UI Mentor

Mentored two students based on a 9-month long comprehensive curriculum. Both became Product Designers successfully and smoothly, currently:

- one works for Mathworks
- the other works for Capitol One

TOOLS

Figma • Sketch • Framer • After Effects • Illustrator • C4D