

CHANGCHANG LIU



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Changchang is a self-motivated, versatile and passionate designer who's been developing impactful design since 2008. She believes in egoless collaboration, unstoppable grit, the infinite exquisiteness...

And above all, **empathy**.

EXPERIENCES

2016–Present

ROKU INC. @ Los Gatos, CA | Sr. Product Designer

- + Collaborate with Engineers, and Project Managers to design OS on Roku platform
- + Deliver new products that span all project phases, from concept and design to production
- + Refine and deliver a holistic design language, and explore a variety of design directions in a rapid iterative fashion

2014–Present

STARTUP PROJECTS @ All Cross the World | UI/UX Design Consultant

- + Clients are from all over the world-- US, China, South Korea etc.
- + Projects cover a wide range-- from mobile to desktop; from B2B, B2C to O2O (SaaS, education, fashion and tools...)

2014–2016

BLASEN LANDSCAPE ARCHITECTURE @ San Anselmo, CA | Designer

- + High-end Residential Design for TOP Billionaires
- + AT&T Ball Park Giants Garden

2013–2014

UNIVERSITY OF ILLINOIS - URBANA CHAMPAIGN | Teaching + Research Assistant

- + Teaching Assistant of Design Communications
- + Research Assistant of Resort Renovation
- + Graduate Assistant of Design Profession Study

2008–2012

LX Studio @ Chengdu, China | Graphic Designer

EDUCATION

UNIVERSITY OF ILLINOIS - URBANA CHAMPAIGN | Master of Fine and Applied Arts

UC SAN DIEGO | Certificate, User Experience: Research & Prototyping

TECHBOW BOOTCAMP @ Sunnyvale, CA | UX/UI Design Bootcamp

BOCCONI UNIVERSITY | Certificate, Fashion and Luxury Management

SICHUAN AGRICULTURAL UNIVERSITY @ Chengdu, China | B.S., Landscape Architecture

SKILLS

Design

TV OS/ Web/ Mobile Design, Print, Illustration, Branding, Typography, Motion, 3D, Prototype, Story Board...

Software

Adobe Creative Suite (Ps, Ai, Ae, Id); UX/UI Kit (Sketch, Flinto, Figma); 3D (Cinema 4D, 3Ds Max, SketchUp)

Coding

XML, basic HTML, CSS