

YING LIANG

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EDUCATION

Miami University
Aug '13 - Dec '17
3.85 GPA

BS Business Management
BA Interactive Media
BA Professional Writing
BA Cognitive Psychology
Creative Writing Minor

SKILLS

Market Research
Heuristic Analysis
Sketching
Wireframing
Storyboarding
Prototyping
Graphic Design
Web Development
Brand Development
Content Strategy
Copywriting

TOOLS

Adobe XD
Sketch
InVision
Photoshop
Illustrator
InDesign
HTML/CSS/JS
Access
Excel
mySQL
Qualtrics
Wordpress
Pardot
Hootsuite

Creative problem-solver fueled by coffee & conversations. Pursuing a lateral career change into experience design to combine my diverse training & passion for people. Comfortable working in a fast-paced, collaborative business environment & open to grow through constructive feedback.

UX PROJECTS

Be Bold (2018) – B2C makeup app startup: conducted market research, audience analysis, usability tests, & created prototype

Raincheck (2017) – User-centered design for expense-sharing app: conducted competitive/heuristics analyses, tree test, card sorting, & usability tests for rapid prototyping

Armoire (2017) – Startup app improving the fit of clothing purchased online: interviews, InVision prototype & pitch deck

NYIS (2017) – Designed user-centered web experience for international law firm's student ambassador program with agile scrum: eyetracking, contextual interviews

17 Strong (2017) – Developed new style guide/logo & conducted usability test on print ad for advocacy group

HOWE (2016) – Researched effects of space in the writing center with recommendations to better engage students

EMPLOYMENT

Brand Manager, ConnXus (Feb '18 - Present) – Revamped brand to fit supply chain SaaS's innovative products, created brand asset system for internal & external business users, & managed marketing intern (oversee email automation, social media, & website)

Content Intern, ConnXus (Oct '17 - Feb '18) – Strategized & delivered value-add content for supply chain professionals & small businesses

Media Intern, IP Toolworks (Jun '17 - Aug '17) – Created content & style guide for law firm software startup, conducted usability testing on website & edited Youtube videos

Tech Intern, Ingage Partners (May '16 - Sep '16) – Made print ads for IT consulting firm with focus on IT talent, layman, & client audiences