

Hi, I'm Ying.

(513) 806-6281
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- I'm a systems thinker with a passion for creative problem-solving through business, tech, & design. I'm fascinated by human-computer interaction. I like to make things, and I would love to make things for you.

UX Projects ✂

Be Bold 2018	B2C makeup app startup idea: conducted market research, audience analysis, usability tests, & created app prototype
Raincheck 2017	User-centered design: competitive/heuristics analyses, tree test/card sorting/usability sessions, rapid prototyping
Armoire 2017	Mock startup improving eCommerce experience: product fit, interviews, InVision prototype & pitch deck
NYIS 2017	Designed user-centered web experience for international law firm's student ambassador program with agile scrum
17 Strong 2017	Developed new style guide/logo & conducted usability test on print ad for city volunteer initiative
HOWE 2016	Researched effects of space in the writing center with recommendations to better engage students

Skills 👤

Research & Analysis
Sketch & Wireframes
Storyboard
Prototyping
Graphic Design
Web Development
Content Strategy
Copywriting

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

Portfolio Link:
ying-liang.github.io

Employment 📁

ConnXus <i>Brand Manager</i>	Feb '18 - Present	<ul style="list-style-type: none">Redesigned brand to mimic B2B supply chain SaaS's innovative tools & user-friendly interfaceCreated documentation system of brand assets for internal & external business usersManaged marketing intern (oversee email automation, social media, & website)
<i>Content Intern</i>	Oct '17 - Feb '18	<ul style="list-style-type: none">Strategized & delivered value-add content for supply chain professionals & small businesses
IP Toolworks <i>Media Intern</i>	Jun '17 - Aug '17	<ul style="list-style-type: none">Developed content & style guide for seed-stage law firm software startupConducted usability testing on website
Ingage Partners <i>Technology Intern</i>	May '16 - Sep '16	<ul style="list-style-type: none">Designed print ads for IT consulting firm, with focus on IT talent, layman, & client audiences

Education 🎓

Miami University 3.85 GPA	Aug '13 - Dec '17	Bachelor of Science Bachelor of Arts Bachelor of Arts Bachelor of Arts Minor	Business Management Interactive Media Professional Writing Psychology Creative Writing
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