Hi, I'm Ying.

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(513) 806-6281

▶ 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.

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

Adobe: Photoshop, Illustrator, InDesign, XD, mySQL, Qualtrics, Access, HTML/CSS/JS Axure, Sketch, InVision

Portfolio Link:
ying-liang.github.io

Employment 💼

ConnXus
Brand Manager
Feb '18 - Present
- Revamped brand strategy & style guide for B2B supply chain SaaS company
- Technical & C-suite ghost-writing
- Managed email automation, social media, & website (Pardot, Hootsuite, & Wordpress)

Content Intern
Oct '17 - Feb '18
- Created content strategy & deliverables (newsletters, blogs, press releases, etc.)

IP Toolworks
Media Intern
Jun '17 - Aug '17
- Developed content strategy & style guide for seed-stage law firm software startup
- Conducted usability testing on website
- Shot & edited brand videos (Youtube)

Ingage Partners
Technology Intern
May '16 - Sep '16
- Wrote copy & designed print + digital marketing material for IT consulting firm

Education 🎓

Miami University
3.85 GPA
Aug '13 - Dec '17

Bachelor of Science	Business Management
Bachelor of Arts	Interactive Media
Bachelor of Arts	Professional Writing
Bachelor of Arts	Psychology
Minor	Creative Writing