

Yao LIU

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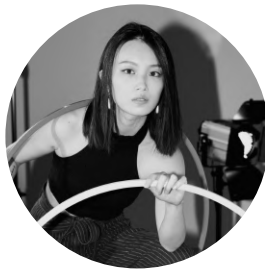
www.liuyeow.com

Located in Aargau,

with Swiss B permit

Year of birth:

1993



EDUCATION

Zurich University of the Arts (Zürcher Hochschule der Künste)

2018 - 2021

Bachelor of Arts. Interaction Design

2021 ZHdK Förderpreis Nomination

(BA project - Dandelion Method)

3 years bachelor's study & practice of Interaction Design Methods, Process & Narratives; Graphic, UX/UI Design; Physical Computing; Digital Fabrication; Sonic Interaction; Spatial Interaction; Embodied Interaction; Data Literacy and Visualisation; Service Design; User Experience Research.

Communication University of China, Nanjing

2011 - 2015

Bachelor of Arts. Movie, Theatre & Television Design

First-class Scholarship based on academic merit(2011 - 2012 & 2012 - 2013)

Second-class Scholarship based on academic merit(2013-2014)

4 years bachelor's study & practice of Movie Image Design; Stage Design; Script Analysis; Character of Movie, Theatre & Television Design; Fashion Design; Styling; Photography; Prosthetic Makeup.

SKILL

UX Design/Research

Web & App Design

Concept & Service Design

Illustration & Animation & Video Editing

Graphic Design & Motion Graphics

Critical Design Thinking

Agile Thinking

Innovation/Research of Design Methodology & Strategy

Narrative Skills

Teamwork & Project Management

Design Programming Skills

LANGUAGE

English

Fluent

German

Intermediate

Chinese

Native language

EXPERIENCE

Lead Product Designer

Deep Impact AG

05.2022 - Now

Responsible for multiple digital product design works across various technology industries, including AI detection technologies, online publishing engine and community platform building. Throughout these experiences, the focus is on overseeing the design process, ensuring exceptional user experiences, and driving innovation.

In addition to design responsibilities, mentoring junior/apprentice designers has been a crucial aspect of my role. Guiding them in developing their skills, providing constructive feedback, and supporting their professional growth has been both fulfilling and rewarding.

UX Designer/ Researcher medignition

10.2021 - 04.2022

Focus on researching and developing novel interaction patterns, and applying user-centered design principles to enhance the digital healthcare services and products. By exploring innovative approaches and understanding users' needs, I strive to create intuitive and engaging experiences.

Founder

mo'

Feb.2019 - 05.2022

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AWARD & EXHIBITION

2021 Designathon

Giving Speech of the Power Panel 1: "Can design truly embody intersectional feminist values and thinking?"

(https://www.instagram.com/p/CVa4ii3Kr7u/?img_index=1&igshid=YmQ5MjYyNzNkNQ==)

2021 ZHdK Förderpreis Nomination

BA project - Dandelion Method

(<https://dandelion-method.webflow.io>)

PUNKT. Ausstellung 2020

Physical Computing Project - Fluffy & QX320

(<https://interactiondesign.zhdk.ch/news/punktausstellung/>)

Art Blanche 2020

Photography - No title

EXPERIENCE

Co-founded and Working as an Innovation designer in Mo' studio.

Manage the process of design projects from clients of the Swiss & European markets. Involve in the design content of interaction design projects.

Participate in **project management** & administrative work.

Freelancer - Interaction designer

2018 - 05.2022

Character & Brand Design for the startup company **awarebear** (<https://awarebear.ch>).

Concept, UX & UI Design for the Startup company **EverImpact** B2B Website.

Concept, App, Interaction Design for **Technorama Park**.

Design Research, Website Design of **raoti**, participatory project with asylum seekers.

Concept, Graphic Design, Illustration for "Safety Booklet for Abuse in the time of Covid-19", collaborated with psychology researcher Aleesha Khan.

Accessories Designer

Shenzhen Xizi Clothing Chain Management Co. Ltd.

Jul.2015 - Jul.2016

Work as a **hat designer**, take charge of designing the hat product series for 2016 SS&AW. **Graphic design** and **write** articles of **advertising proposal**.

Participate in **accessories design**, **photography planning** and **product photography**.

Video Production

Shenzhen KuameiZhuang Cosmetics Technology Co.

Mar.2015 - Sep.2015

Concept design and **production** for multiple fashion and beauty-oriented videos. **Manage** and **produce content** for various stylist & make-up artists.

VOLUNTEER EXPERIENCE

Architecture for Refugees Schweiz

Jun. 2020

Participate in the project "Cafe for all", help to build the summer pavilion and ideate for the gardening possibility of the pavilion, as well as the inner courtyard of the Autonomous School of Zurich. (<http://architectureforrefugees.ch/en/cafeforall/>)

Nanjing 2014 Summer Youth Olympic Games

Aug.2014

Makeup & Styling for dancer groups performed in the opening ceremony from **Nanjing 2014 Summer Youth Olympic Games**.