



Yining Liu

Product Designer
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yiningliu.co

Skills

Design

UI/UX Design
Service Design
Branding
Product Design

UX Research

Usability Testing
Competitive Analysis
Interview
Survey

Design Methods

Rapid prototyping
Wireframing
Brandstorming
Persona
Information Architecture
Journey Mapping
Storyboarding
Service Blueprint
Stakeholder Mapping

Tools

Figma
Adobe Creative Suite
Sketch
InVision
ProtoPie
Axure
Webflow
Rhinoceros 3D

Education

M.S Human-Computer Interaction

Georgia Institute of Technology Aug.2019 - Present

B.E. in Industrial Design

Nanjing University of Aeronautics and Astronautics Aug.2015 - May.2019

Work Experience

hwkr.inc - UX/UI Design Intern

Los Angeles, CA (remote) Jun.2020 - Aug.2020

- Designed interactive wireframe and hi-fi prototype for a marketplace iOS App that allows users to trade and track their card collections.
- Led and created company's first uniform design system streamlining the design process and improving overall company's design work productivity.
- Designed a new logo for company's new brand communicating a playful, yet mature, and trustworthy feel to company's main target users of card collectors.
- Designed branding materials including email templates and social media posters, bolstering brand and social media awareness.

Projects

Prosay - UX/UI Designer

Small legal case filing Web App 02.2021 - Present

- Collaborate with an engineer and a lawyer to create a web app that assists users in filing small legal cases, helping users to save time and reduce legal fees.
- Using Overlay and Figma to create a standard design guideline and components to enhance the development productivity.

Mocha Cafe at Winship Cancer Institute - Service/UX Designer

Service Redesign + Mobile App Design 01.2020 - 04.2020

- Conducted 8 cafe customer interviews to uncover different groups' pain points in the ordering process and dietary needs.
- Evaluated design ideas through expert review, usability testing, and prioritization matrices
- Provided service design recommendations to the client across multiple touchpoints in menu design, packaging, navigation.
- Prototyped an ordering app to show clients' the team's service recommendation.

Paper Plane - UX Designer, UX Researcher

User-Centered + Mobile App Design 08.2019 - 12.2019

- Applied user-centered design principles and best practice mobile app design patterns to create a travel story-sharing community that connects travelers from airports worldwide.
- Iterated on ideas and the final design through a participatory design session and 5 usability testings, with an average System Usability Score of 86.5.