



# Hello! I'm Dennis Liu.

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I am a former scientist turned experience designer. I don't believe in the phrase, "If it's not broke, don't fix it". I believe everything can be made better, and I want to use my expertise in applied research and my passion for design to develop creative solutions for human-centered needs.

## 01 My Skills.



Brand Strategy  
Design Strategy  
Competitive Audits  
User Testing



Rapid Prototyping  
Wireframing  
User Journey Mapping  
Lean UX  
Agile Methodology



UI/UX Design  
Interaction Design  
Visual Design  
Product Design



Adobe CC  
Sketch / Figma  
Principle / Framer  
HTML / CSS / Unity  
Jira / Miro

## 02 My Recent Experiences.

Mashaden

Cofounder, 2020 - Present

A design agency I co-founded. Current client work includes helping an economic development authority design a new digital platform to expand the innovation scene in a major metropolitan area.

Sylvain Labs

Internship, Summer 2020

I worked at an innovation consultancy as a designer on new business and existing client projects. I leveraged a client's value proposition to strategize and design innovative and engaging consumer experiences for their brand.

Optimal Research

Work Experience, 2016 - 2018

I worked with the clinical research team to provide oversight and management of active clinical trials. I also interfaced with clients to create drug product testing roadmaps for new product development.

## 03 My Education.

VCU Brandcenter

M.S., Business - Experience Design, Expected May, 2021

University of Virginia

B.A., Biology, 2014