



Frederic (Yizhou) Liu, a product designer and visual artist.

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## Experience

### Senior Product Designer, Yahoo

San Jose, CA | 2023 - Now

- Working at Yahoo Finance team, mainly responsible for all native apps experience and 0 to 1 product innovation including financial community, streaming, etc
- Drive key engagement metrics with a variety of redesign such as yahoo finance 2.0, holdings, portfolio analytics - in collaboration with PM, business owners, engineers through research, design and testing

### Product Designer, Yahoo

San Jose, CA | 2020 - 2022

- Worked at Yahoo Finance and Yahoo Membership team as a member of Yahoo Design Associate Program (Rotational program to cultivate design leadership)
- Improved key experiences for Yahoo Finance native apps and created a meaningful, accessible and comprehensive design language for Yahoo membership

### UX Design Intern, Google

Los Angeles, CA | 2019

- Worked in Google Ads Planning team
- Navigated through the ambiguity and complexity of enterprise projects for Google Insights Finder by delivering critical user journeys, personas, concepts, wireframes, prototypes, testing reports, design specs and other key artifacts

## Education

### M.S. Human-Computer Interaction

Atlanta, GA | 2020

- Georgia Institute of Technology

### B.S. Industrial Design

Shanghai, CN | 2018

- Shanghai Jiao Tong University

## Leadership

### Product Design Mentor, ADP List

Remote, CA | 2021 - Now

- Mentored 10+ entry-level designers about UX essentials and career tips for 500+ minutes

### Product Innovation Group Chair, AIESEC in China Mainland

Shanghai, CN | 2017

- Incubated 30+ international volunteer projects covering topics of LGBTQ rights, education quality, environment, city history protection, etc. with 350+ local committee members

## Skills

### UX Essentials

Survey / Interview / Contextual inquiry / Card sorting / Usability Test / Persona / Empathy Map / User Journey Map / Affinity Diagram / Info Visualization / Data Analytics

### Design & Development Tools

Pen & Paper / Figma / Adobe Creative Suite / Principle / Framer / Unity / TouchDesigner / Blender / Html 5 / CSS 3 / JavaScript / Processing / Arduino