Puyi Liu
Senior UX/UI Designer

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Open to remote

ABOUT ME

Senior UX/UI Designer with over 6+ years of experience specializing in product, UI/UX, and industrial design. Certified Professional in Accessibility Core Competencies (CPACC) with a proven track record in all phases of product design from UX discovery to high-fidelity visual design. Successfully led UX team at TTS (USA) Inc., resulting in a 15% increase in user satisfaction. Looking forward to leveraging my expertise in Adobe XD, Figma, InDesign, Axure to excel as a Senior UX Designer.

SKILLS

- Design Tools: Adobe XD, Figma, InDesign, Axure
- UX/UI Skills: UX Discovery, Low-Fidelity Design, High-Fidelity Visual Design, Prototyping, Testing, Asset Delivery
- Research & Analysis: User Research, Heuristic Evaluation, Competitive Analysis, Persona Creation, Journey Mapping
- Project Management: Agile Methodology, Scrum, Kanban, Jira Tools
- Collaboration & Stakeholder Management: Collaborating with Product Teams, Accessibility Teams, Engineering Teams and Architecture Teams
- Accessibility & Inclusivity: WCAG/508/Accessibility Compliance, Responsive Design Best Practices
- Industry Knowledge: Health Insurance Industry Experience, Beauty Industry Experience, Footwear Industry Experience

EXPERIENCE

August 2021 - Present
CareFirst BlueCross BlueShield – FEPOC (VA) – *UX/UI Designer*

- Led the maintenance of MyBlue eService's atomic design system in Adobe XD, including color palette, typography, and UI components, resulting in a 20% increase in design consistency and improved collaboration with development teams.

- Spearheaded UX discovery for the eService Other Health Insurance (OHI), utilizing user interviews and usability testing to provide strategic data that increased product team efficiency by 16%. Collaborated closely with product owners and business analysts to gather user requirements.

- Collaborated with product, architect, accessibility, and developer teams and provide UI delivery solutions for Overseas Medical Claims, Domestic Medical Claims, and My Documents by creating Sitemap, Accessibility design (508 compliance), A/B Testing, lo- and hi-fi responsive wireframes/prototypes, and visual design specifications. All design tasks at all stages are completed in advance with high quality.

- Collaborated with cross-functional teams using Confluence, Jira, and Kanban to streamline UX/UI project workflows, proposed strategic prioritizations that improved delivery timelines by 10%, enhancing overall team efficiency.

January 2020 - July 2021
TTS (USA) Inc. (CA) – *Product Designer*

- Led the UX team during COVID-19, enhancing the user experience across the materials portal through factory field research and interviews with Skechers footwear and material designers, resulting in a 25% increase in user engagement and a 45% reduction in customer complaints.

- Managed cross-functional collaboration with end users, Skechers managers, footwear designers, material color specialists and QA specialists to gather business/user requirements for UX discovery using Agile methodology. Created a strategic roadmap and proposed prioritization that successfully met client timelines and resulted in a 20% increase in user satisfaction.

- Led a UI team of 5 designers overcoming challenges in user navigation by redesigning portal pages. This resulted in a 15% increase in user satisfaction and a 9% improvement in information findability.

- Partnered with product and UX/UI teams in an Agile/Scrum environment to create 3D real-time material on virtual shoes in the materials portal, leading to a 25% improvement in average session duration.

- Led interface validation with development teams on the key material project at TTS (USA) Inc., ensuring 100% adherence to design guidelines and enhancing overall user experience by 20%.

April 2019 - December 2019
Pro–Mart Industrial (CA) – *Junior Industrial Designer*

- Implemented heuristic evaluation and user interviews as part of UX discovery methods at Pro-Mart Industrial, identifying key product weaknesses and proposing enhancements that increased user satisfaction by 20%.

- Spearheaded cross-functional collaboration with designers and marketers to gather business requirements for B2B company; utilized user interviews and surveys to inform strategy plan, resulting in successful prioritization that met project timelines for major clients such as Walmart and Target.

- Leveraged user research insights to create 3D product models using [specific software/tool], which were presented to major retailers such as Walmart and Target; this strategic approach led to an 8% increase in sales/retail partnerships.

- Collaborated with patent lawyers at Pro-Mart Industrial to create 2D product files for patent applications, improving the accuracy of submissions and reducing rework by 10%.

July 2017 - January 2019
Nepo Inc. (CA) – *Product Designer*

- Utilized user interviews and usability testing as UX methods to identify opportunities in the market for Nepo Inc., leading to the creation of responsive design solutions that increased product market share by 12%.

- Collaborated with the design lead on diverse projects including 2D poster and packaging designs, as well as 3D physical product designs like UTV batteries, phone cases, and bags using Solidworks; implemented user-centered design principles leading to an improved user experience and a 20% increase in customer satisfaction.

EDUCATION / CERTIFICATIONS / AWARDS

- **University of California, Irvine**
    - Human-Computer Interaction and Design, Master

- **California State University, Long Beach**
    - Industrial Design, Bachelor

- **International Association of Accessibility Professionals (IAAP)**
    - Certified Professionals in Accessibility Core Competencies (CPACC)
    - Earned CPACC certification from IAAP, demonstrating expertise in digital accessibility and inclusive design principles.

- **USC Morton Kesten Universal Design Competition**
    - Honorable Mention
    - Received Honorable Mention at the USC Morton Kesten Universal Design Competition for an innovative UX design project that improved accessibility for users with disabilities.