PUYI LIU

UX/UI Designer | Certified Professional in Accessibility | Agile Methodologies



EXPERIENCE

UX/UI Designer (Contract)

CareFirst BlueCross BlueShield - FEPOC

- Collaborated with another designer to update the design system, including font sizes, colors, and components, ensuring alignment with accessibility (WCAG 2.0) requirements and maintaining consistency.
- Created low-fidelity wireframes and high-fidelity prototype links in Adobe XD
 using developer mode for cross-functional team members, including developers
 and testers. This reduced the time spent syncing details and improved work
 efficiency by at least 30%.
- Conducted bi-weekly design reviews and A/B testing with four other designers, sharing design ideas, research findings, usability scores, and other insights. We critiqued designs collaboratively as a brainstorming exercise to generate fresh perspectives before the next meeting with product owners and business analysts.
- Prioritized project tasks with product owners when timelines overlapped and urgency levels varied, ensuring 100% on-time completion of high-quality designs.

Product Designer

TTS (USA) Inc. - Hua Feng Textile Group USA Office

- Conducted research, including user interviews with at least seven footwear
 designers, material designers, and QA specialists from the client company
 (Skechers). Mapped the user journey and identified pain points during the COVID19 period, leading to a 50% increase in material web portal utilization, which has
 remained stable over time.
- Collaborated with one designer and two developers to refine the material web
 portal by conducting user testing, comparing research results, and resolving
 issues identified during testing. Updated Figma files to enhance the user
 experience, resulting in a 25% reduction in customer complaints.

UX Designer

Pro-Mart Industrial Inc.

- Conducted competitor analysis, heuristic evaluations, and stakeholder interviews
 as part of the user experience discovery process. Identified product retention
 features and provided improvement suggestions for new product designs, leading
 to an average 25% increase in user satisfaction.
- Arranged one-on-one meetings with product representatives from the marketing
 and design teams before the weekly review meetings to clarify the business
 needs of the B2B company during the design process. Communicated these
 needs with team members in advance, improving the efficiency of weekly team
 meetings.
- Created high-quality product models using Adobe CC and SolidWorks, ensuring timely delivery.

Product Designer Part Time

Nepo Inc

 Recommended and created graphic and 3D designs based on competitor research analysis, then presented them to the design lead.

LANGUAGES

EnglishProficient



Chinese Mandarin Native



SUMMARY

I'm a UX/UI Designer and a Certified Professional in Accessibility Core Competencies with **6+ years of experience in UX**. I've designed for healthcare, beauty, non-profit, and footwear industries, leveraging UX research, UI design, and Agile methodologies while collaborating with stakeholders to align design with business goals. Recently, I've begun integrating AI to enhance design processes and user experiences, demonstrating my commitment to continuous learning and innovation.

EDUCATION

Master degree on Human-Computer Interaction and Design

University of California, Irvine

Bachelor degree on Industrial Design

Study abroad on Product Design

Seoul, South Korea

CERTIFICATION

International Association of Accessibility Professionals (IAAP)

Google UX Design Certification

Google Al Essentials

Accessibility Testing

SKILLS

OKILLO			
Adobe XD	Figma	InVision	Sketch
Product Thinking Usability Testing			
Visual Design			
User Research Decision Making			
Work Cross-functionally A/B Testing			
User Experience Design UI/UX			
Web and Mobile Design Prototyping			
Wireframes	Design Review		
Roadmapping	Design Solutions		
SolidWorks	Concept Development		