

Shuli Liu

Seeking full-time **UX designer** position in 2017

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EDUCATION

Georgia Institute of Technology

M.S. Human-Computer Interaction | May 2017

University of Missouri-Columbia

Bachelor of Journalism | Jan. 2012 - May 2014
Graduated with **Magna Cum Laude** (top 5%)

South China University of Technology

B.A. in Advertising | Sept. 2009 - Jan. 2012
National Scholarship (top 1%)

SKILLS

UI Design Tools

Sketch, Photoshop, Illustrator, InDesign

Prototyping Tools

Invision, Proto.io, Axure, Framer JS, Principle

Animation Tool

After Effects

Programming

HTML, CSS, JavaScript

Design Research Methods

Affinity Mapping, Focus Group, Task Analysis,
Contextual Inquiry, Cognitive Walkthrough,
Heuristic Evaluation, Usability Testing

AWARDS

**Runner-up in Georgia Tech Convergence
Innovation Competition** | Apr. 2016

**Best App from All Women Team at AT&T
Hackathon** | Sept. 2015

EXPERIENCE

Uber @ San Francisco, CA

Product Design Intern | May 2016 - Aug. 2016

- Aligned Uber's Free Rides screen to the new brand guideline and optimized the lockout section for higher click-through-rate and successful invites
- Improved the experience of inviting friends to try Uber within Facebook Messenger with revised UX flow and UI design
- Performed as a leading designer in optimizing Uber's share trip feature to increase discoverability and percentage of shared trips. The project spans from brainstorming design concepts to high-fidelity prototyping

Georgia Institute of Technology @ Atlanta, GA

Graduate Research Assistant | Jan. 2016 - Dec. 2016

- Designed and developed an interactive treemap and webpages to visualize the hierarchical information about sustainable development concepts and stories
- Worked as a UX expert in redesigning and developing a website for community connections

Devex @ Washington, DC

Digital Designer | June 2014 - May 2015

- Lead the redesign of Devex Career Account page from user research to webpage development. The final products have proved better user experience and decreased customer support requests
- In charge of brainstorming, storyboarding and producing highly-praised motion graphics for two world-wide campaigns on power of youth and global health. The final products received thousands of views and were featured on homepages
- Lead infographic design from secondary research, data interpretation to info visualization. The infographic on global gender gap has received 4,300+ views on SlideShare
- Partnered with PMs, researchers and content strategists to design marketing assets

Devex @ Washington, DC

Digital Design Intern | Jan. 2014 - May 2014

- Worked in interdisciplinary team, brainstormed and produced digital products to promote awareness on global issues, e.g., gender gap and global health
- Designed marketing assets, including infographics, webpages and slideshows