

# Jiao Liu

## UX Designer

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## Experience

### UX Designer | Fundr

September, 2023 - Present / Remote

- Implemented human-centered designs for Fundr's SaaS products.
- Redesigned a user experience that clearly highlights the accessible features and the features that are behind a paywall.
- Created user personas, user flows, wireframes, and prototypes to communicate design concepts and interactions.
- Established and maintained design systems to ensure consistency across multiple SaaS products.
- Facilitated stakeholder interviews and design reviews with stakeholders and users.

### UX Design | FimiMALL

July, 2023 - September, 2023 / Remote

- Designed a UI for how customers see their delivery request has been accepted and their goods picked up from the store.
- Conducted extensive user research, including stakeholder interviews, user interviews, usability testing, affinity maps, competitive analysis to identify pain points and gather insights and validate design decisions on how to improve their buying experience across different touchpoints
- Created personas, customer/user journey maps, user flow, wireframes, prototypes.
- Iteratively improved designs based on user feedback and data analysis to enhance user satisfaction and engagement.

## Education

### UX Design Certificate | Harness Project

7/2023-3/2024 / Australia, remote

### Master's of Arts in Curriculum & Instruction | Portland State University

2016 Portland, Oregon

## Skills

### Design

UX strategy,  
User flows,  
Journey maps,  
Concept sketches,  
Experience mapping,  
Wireframes,  
Visual design,  
Prototypes,  
Mockups,  
Design systems,  
Collaboration &  
Communication Skills,  
Human-centered Design

### Research

User interviews,  
Usability testings,  
A/B testings,  
Affinity maps,  
Competitor analysis

## Tools

### Design

Figma, FigJam, Miro,  
Canva

### Product / Project Management

Team, Slack, Notion