

Mia Liu

User Experience Designer

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EXPERIENCE

Games Research Lab • Product Designer Sep 2022 - Present • New York, NY

- Conducted user research and leveraged design thinking to identify user pain points, resulting in the development of a highly effective mental health VR application
- Prototyped a new onboarding process that significantly reduced user confusion, using data-driven insights to inform product decisions and optimize user engagement
- Designed and iteratively refined intuitive user interfaces that seamlessly integrated with cutting-edge VR technology, creating immersive and impactful user experiences

Designity • Senior Designer Jul 2021 - Jul 2022 • New York, NY

- Designed and executed 6 commercial projects, utilizing expertise in user research, prototyping, and usability test to deliver highly effective user experiences
- Led cross-functional teams to realize clients' strategic business goals through multi-dimensional user research surveys, benchmark studies, and online experiments
- Awarded "Creative Designer of the Month" for innovative design solutions

UrSure, Inc. • Design Intern Feb 2020 - May 2020 • Boston, MA

- Revitalized corporate website with refreshing user interface and interaction design, contributing to surging traffic and the company's acquisition by a listed firm
- Conducted user research and implemented findings to enhance designs, significantly reducing user frustration and improving overall user experience
- Designed and implemented user-centric information architecture for web applications, led to a 40% decrease in user task completion time

Harvard University • Design Intern Sep 2019 - Dec 2019 • Boston, MA

- Collaborated with the development team to ensure seamless integration of design and functionality for the Harvard Crimson app, resulting in a 30% increase in user adoption
- Led iOS and responsive web designs for Harvard Crimson and explored multiple concepts to elevate the design system

EDUCATION

Columbia University 2022 - 2023 • New York, NY

M.A. in Game and Interactive Media Design

Boston University 2017 - 2021 • Boston, MA

B.F.A in Graphic Design

CERTIFICATE

Google UX Design Certificate Coursera | Google • Online

SKILLS & TOOLS

Prototyping, Persona, Storyboarding, Wireframing, User Research, Benchmarking, Journey Mapping, Affinity Mapping, Usability Testing, Product Design, Interaction Design, UI Design, Motion Graphics, 3D Modeling, Web Design, Video Editing, VR/AR Design

Sketch, Figma, Adobe XD, Principle, Illustrator, InVision, HTML/CSS, After Effects, JavaScript, Premiere Pro, Photoshop, Indesign, Rhino 3D, Unity, C#, Xcode