

Mia Liu

Visual & UI/UX Designer

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EXPERIENCE

Designity • Senior UI/UX Designer Jul 2021 - Present • New York, NY

- Designed and executed 10+ commercial projects, utilizing expertise in user research, prototyping, and usability testing to deliver highly effective user experiences
- Led cross-functional teams, achieving strategic goals through comprehensive research
- Recognized with "Project of the Month" award for innovative design solutions

Bioverse, Inc. • UI/UX Designer (Contract) Dec 2023 - Apr 2024 • New York, NY

- Designed impactful home/landing pages (Webflow) and marketing materials, guided by competitor analysis and audience insights, with regular reviews alongside the CEO
- Established design systems for the product, ensuring optimal UI/UX for future patients

Games Research Lab • Product Designer Sep 2022 - Jul 2023 • New York, NY

- Enhanced user interfaces for a VR application, ensuring immersive user experiences
- Collaborated with developers to prototype, test, and iterate on product features
- Created a board game experience that received recognition on ABC news, highlighting its distinctive fusion of entertainment and educational components

UrSure, Inc. (Acquired by OraSure) • **Design Intern** Feb - 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
- Implemented user research to enhance designs, reducing frustration and improving UX
- Designed a user-centric information architecture, decreasing user task time by 20%

PROJECTS

Google x D@C ProDesign • UI/UX Designer Feb - March 2023 • New York, NY

- Collaborated with Google Design to develop an innovative mental health platform, focusing on dismantling barriers and enhancing accessibility to vital resources
- Led the UX team in crafting and refining solutions, and personally presented our progress and results at Google headquarters that received high praise for its creative impact and practical effectiveness

EDUCATION

Columbia University • New York, NY

M.A. in Game and Interactive Media Design

Boston University • Boston, MA

B.F.A in Graphic Design

CERTIFICATE

Google UX Design Certificate Coursera | Google • Online

SKILLS & TOOLS

Prototyping, Persona, Storyboarding, Wireframing, User Research, Design Systems, 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, Webflow