

Jia Liu

Product Designer

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jjaliulabs.com

Skills

User research
UX / UI design
Usability testing
Prototyping
Web & mobile design
HTML / CSS / Javascript
Design systems
Accessibility
Project management

Tools

Figma / Sketch
Adobe Photoshop / Illustrator
Principle / Protopie
InVision / Zeplin

Education

Master's in HCI
Carnegie Mellon University

COPRe Certificate
HBX / Harvard Business School

BA Molecular Biology
UC Berkeley

I'm a UX generalist who loves complex problems and I connect the dots between research, strategy, and design to find where design can have the greatest impact.

Work Experience

■ Senior Product Designer, Benchling

June 2022 - Current

I'm the lead designer for our inventory management product, which enables biotech companies to model and manage their samples.

■ Product Designer, LinkedIn

Sep 2018 - May 2021

I owned our Recruiter messaging features. I led an end-to-end redesign of our inbox experience and shipped a quick reply feature to our consumer app which led to +5% in message accept rates. I also updated our homepage, empty states, notification settings, and responsive framework.

I also led our team's migration to Figma from Sketch and created interactive user personas & journey maps now used by our 200+ person product team.

■ Product Designer, US Digital Response

March 2020 - May 2021

I volunteered with a non-profit created to help local governments respond to COVID-19 through improved digital services. I worked with NYC's Design Lab to prototype a redesigned service finder for senior citizens. I've also helped with projects ranging from mail-in ballot envelope design to digital outreach campaigns.

■ Freelance Designer

Sep 2017 - Jun 2018

I freelanced and consulted with hardware IoT startups in Pittsburgh, PA while I was enrolled my master's program.