

PHYLLIS LIU

Impact-Driven Product Designer

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EXPERIENCE

Lead Product Designer / [Serena](#)

Oct 2020 - Present, Seattle WA, US

- Lead the user experience design and research for a fitness + social mobile app
- Define and implement interface usability and consistency standards
- Collaborate with business and development teams to create interactive prototypes

Product Design Intern / [Facebook](#)

June 2020 - Sept 2020, Seattle WA, US

- Worked as part of Measurement team under Ads and Business Platform(ABP)
- Built design guidelines and templates of data visualization for Business Insights
- Designed filtering solutions for one core business tool which has millions of users
- Mentored Facebook University (FBU) design interns

Product Design Intern / [Shopify](#)

Dec 2019 - May 2020, Montreal QC, Canada

- Worked as part of Pricing team and Customers team for Shopify Core
- Worked closely with cross-functional teams for launching Shopify's new pricing cards for more than 1 million merchants globally
- Defined problem scope for post-purchase cross-sell project and designed UI components
- Improved customer accounts migration and import feature

Product Design Intern / [Shopify](#)

Sept 2019 - Dec 2019, Waterloo ON, Canada

- Worked as part of Automation and Integration team for Shopify Plus
- Delivered user-centered design solutions end-to-end within a fast-paced environment
- Built prototypes and worked with researchers to conduct concept testing and usability testing
- Participated in design critique by giving and receiving feedbacks from fellow UX people

Graduate UX Researcher / [Here Technologies](#)

Jan 2019 - Mar 2019, Seattle WA, US

- Prepared usability testing protocols and toolkit
- Conducted moderated remote testing for Open Location Platform, generated a report on brand perception and awareness, and provided design suggestions based on testing results

Administrator and Web Designer / [New York University Shanghai](#)

July 2017 - July 2018, Shanghai, China

- Designed and developed PCI's official website, from visual design to content strategy
- Designed and developed Faculty Portal for the Provost Office
- Co-worked with faculty director in building PCI's structure and development plan
- As the first full-time employee in this "start-up" program, I drove PCI from almost 0 to one of the most popular non-academic programs in NYU Global Network, from no physical existence to a creative space with both Mixed Reality Studio and Creative Learning Lab offering projects, classes and workshops for students from New York, Abu Dhabi and Shanghai

EDUCATION

[University of Washington](#)

June 2021 (expected), Seattle WA, US

M.S. in Human Centered
Design & Engineering

[McGill University](#)

June 2017, Montreal QC, Canada

M.A. in Education and Society
Focus on education technology

SKILLS

Design

Interaction Design
Visual Communications
Voice User Interface (VUI)
Journey Mapping
Storyboarding
Rapid Prototyping
Wireframing
Web Accessibility

Research

Usability Studies
Contextual Inquiry
Survey & Interview
Personas
Literature Review
Card Sorting
Mixed Methods

Tools

Sketch / Figma
InVision / Adobe XD
Protiope / Principle
Framer / Origami
Photoshop / Illustrator
HTML / CSS / JavaScript
WordPress / Webflow