

# Phyllis Liu

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## EXPERIENCE

### **Snowflake - Product Designer**

Seattle | Aug 2022 - Now

- Lead the consumer experience design of Snowflake Data Marketplace
- Craft the mobile data marketplace from 0 to 1
- Design the logged out version of data marketplace for frictionless listing discovery and evaluation
- Improve search experience

### **Shopify - Product Designer**

Seattle & Montreal | June 2021 - Aug 2022, Sept 2019 - May 2020

- Led the email marketing campaign for Single's Day/Double 11 which generated 5M GMV in 2 months
- Designed E2E verification flow to reduce spam rate and phishing
- Built the editor for transactional email
- Improved the email editor by adding illustration library, stock images library, etc
- Worked closely with PMs and web developers for launching Shopify's new pricing field

### **Microsoft - Product Designer**

Seattle | Feb 2021 - June 2021

- Designed for Microsoft Dynamics 365 C+AI Studio (via Kforce)
- Designed demo store website for Microsoft e-commerce solutions
- Prototyped end-to-end B2B and B2C order cancellation flow

### **Freelance Product Designer**

Dec 2018 - Present

Featured clients:

- Orby.ai: designed AI-powered automation tool to process contracts
- Alyte: built the social fitness app end-to-end, available in Apple store
- Bidbus: designed landing page and portal for dealers
- Fred Hutch: user research and website redesign
- Yumso: built design system and key app screens for Yumso 2.0

## EDUCATION

### **University of Washington**

Seattle | June 2021

M.S. in Human Centered Design & Engineering

### **McGill University**

Montreal | June 2017

M.A. in Education

## MENTORSHIP

### **New York University**

Oct 2022 - Present

Portfolio workshop for Interactive Media + Business  
Capstone panelist

### **UXDA Seattle**

Nov 2022

Panelist for UXDA events

## Skills

Interaction design  
Product strategy  
Qualitative research  
B2B/B2C product design  
Mobile app design  
Visual design  
Website design  
Design system  
Data visualization  
Workshops

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