

YUCHEN LIU

PRODUCT & BRAND DESIGNER

Portfolio: www.yuchenll.com

Email: design.yuchen@gmail.com

Linkedin: www.linkedin.com/in/yuchen425

EDUCATION

Parsons School of Design | The New School

2013 - 2017 | New York

BFA in Communication Design

School of Art, Media and Technology

Dean's List with honors

Carnegie Mellon University

2012 | Pittsburgh

Summer Program in School of Design

SKILLS

Design:

Interaction Design

Prototyping

Story boarding

Wireframing

Visual Design

Branding Design

Design System

Data Visualization

Motion Graphic

Accessibility Design

Information Architecture

Software:

Adobe Creative Suite

Figma

Sketch

Zeplin

Jira

InVision

Principle

Framer

Balsamiq

Keynote

Research:

Usability Testing

Competitive Analysis

Contextual Research

Affinity Diagramming

Empathy Map

Usre Journey Map

Heuristic Evaluation

Field Study

A/B testing

Personas

Others:

HTML

CSS

Javascript

Drawing

Oil Painting

EXPERIENCE

eBrevia | DFIN UI / UX Designer

07/2017 - Present | New York - California

- Managed end-to-end product design. Created from responsive user flow wireframes to interactive prototypes, from low fidelity ideation versions to high fidelity ready-to-implement design exports.
- Led cross-functional design sessions. Developed solutions iteratively rooted in stakeholder's and user's real needs.
- Reimagined the Information architecture and user experience, implemented findings from research and usability testing to dramatically boost client satisfaction and retention.
- Established and implemented a comprehensive UI visual design system, optimizing user interactions and ensuring consistency.
- Crafted brand identity, visual assets, style guides & marketing materials.

LIPPINCOTT Product Design Intern

07/2016 - 08/2016 | Hong Kong

- Contributed to three rebranding design and digital product's design cases.
- Collaborated with team members to conduct user, market, and competitor research, problem definition. Designed visual identities.
- Developed product strategies and presented final deliverables to clients.
- Executed the creation and design of a 3D mascot motion graphics.

Tealix Interaction Designer

02/2016 - 06/2016 | New York

- Developed interactive websites and data visualization for clients.
- Collaborated with clients and internal team member to execute the end-to-end website design process. Optimized interactions, visual hierarchy, and graphics to align with branding for products & campaigns.

HAVAS Design Intern at Creative Department

06/2015 - 08/2015 | ShangHai, China

- Collaborated with creative teams & contributed in brainstorming workshops.
- Developed advertising and event campaigns, designed user journeys.
- Created branding identities and visual assets, including packaging designs and mockups for clients, such as Hershey.
- Designed a reception party event for client CHIVAS' new product launch.