

SHULI LIU

Product Designer

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EDUCATION

Georgia Institute of Technology

M.S. Human-Computer Interaction
Aug. 2015 - May 2017

University of Missouri-Columbia

Bachelor of Journalism
Jan. 2012 - May 2014
Graduated with Magna Cum Laude (top 5%)

South China University of Technology

B.A. in Advertising | Sept. 2009 - Jan. 2012
National Scholarship (top 1%)

SKILLS

UI Design

Sketch, Photoshop, Illustrator, InDesign

Prototyping

InVision, Framer JS, Principle

Animation

After Effects

Programming

HTML, CSS, JavaScript, D3

Design Research Methods

Cognitive Walkthrough, Card Sorting, Usability Testing, Affinity Mapping, etc.

AWARDS

- » Second place in Georgia Tech Convergence Innovation Competition | Apr. 2016
- » Best App from All Women Team at AT&T Hackathon | Sept. 2015

EXPERIENCE

Uber @ San Francisco, CA

Product Designer | Oct. 2018 - Present

- » Lead design for growth-related projects, including referral and group riding. First trips and trips per active vehicle per day have seen significant increase.
- » In charge of redesigning the user interface on bikes and scooters. The redesign is proved to achieve higher clarity, better experience, and it helps us win city permits.

MailChimp @ Atlanta, GA

Product Designer | June 2017 - Oct. 2018

- » Partnered with researchers and engineers in redesigning the mobile homepage, which significantly increases active users.
- » Designed the "Resend to Non-openers" feature on mobile, which has become one of the most frequently-used features.

Uber @ San Francisco, CA

Product Design Intern | May 2016 - Aug. 2016

- » Improved the experience of inviting friends to try Uber within Facebook Messenger with revised UX flow and UI design.
- » Performed as the lead designer in optimizing Uber's share trip feature to increase discoverability and percentage of shared trips. The project spans from brainstorming design concepts to high-fidelity prototyping.

Devex @ Washington, DC

Digital Designer | June 2014 - May 2015

- » Led the redesign of Devex Career Account webpage from user research to front-end development. The final products have proved better user experience and decreased customer support requests.
- » In charge of producing highly-praised motion graphics for two world-wide campaigns on power of youth and global health.