HEATHER LIU

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EDUCATION

University of Southern California   Los Angeles, CA
Bachelor of Arts in Cognitive Science
Minors in User Experience, Global Health
Honors: Presidential Scholar, National Merit Scholar, Dean's List

RELEVANT COURSEWORK

Designing for User Experiences | Experimental Research Methods | Digital Tools for Design | Cognitive Processes | Statistics |
Marketing Fundamentals | Introduction to Psychology | Introduction to Programming | Discrete Methods in Computer Science

WORK EXPERIENCE

Avenues Consulting Group   Los Angeles, CA
UX/UI Designer   September 2023 – Present
- Lead creative direction of website redesign and product feature in biweekly meetings for a team of 5
- Employ feedback from user research, usability testing, and design critiques to identify existing user experience issues and conduct data analyses to inform decisions throughout design process
- Spearhead creation of user flows, wireframes, low-fidelity prototypes, and interactive mockups using Figma
- Implement usability heuristics and adhere to international web design standards in accessibility and inclusion, dramatically increasing website conversion rates
- Collaborate cross-functionally with product managers, developers, and fellow designers through Slack and weekly meetings

Shift SC   Los Angeles, CA
Graphic Designer   February 2023 – December 2023
- Coordinated distribution of client design requests across 4 person team to boost organization marketing and advertising efforts, increased user engagement on social media by 25% during first term on the team
- Delivered visual assets to advertise organizational events including panels, workshops, speaker series, and fundraisers
- Created promotional materials and signage for regular ethical technology-centered career fair, bringing in a total attendance of over 800 students to the event
- Designed wearable merchandise using Figma, Adobe Creative Suite, and Canva for cohort of roughly 40 members
- Managed redesign of organizational website using Figma and standardized organization design system and branding

Innovative Design at USC   Los Angeles, CA
Designer   February 2023 – May 2023
- Crafted brand identity and style guide for local health and wellness startup as part of a team of 4
- Interviewed and integrated client feedback throughout design iterations and final product to ensure client and user satisfaction
- Designed a comprehensive array of visual assets using Adobe Photoshop and Illustrator to revamp product packaging and branding, in turn boosting marketing endeavors
- Presented final deliverables in slide deck to the rest of the creative agency of over 50 people, using communication and organization skills

LEADERSHIP AND INVOLVEMENT

NSQK Dance, *Art Coordinator*   August 2022 – Present
Omega Psi Honor Society, *Member*   August 2022 – Present
Trojan Scholar Society, *Member*   August 2022 – Present

SERVICE

USC Student Equity and Inclusion Office   Los Angeles, CA
Center Liaison and Volunteer   August 2022 – December 2022
- Updated university organization database with attendance data of over 200 events to bolster financial support for diversity center
- Created center-branded merchandise for distribution at university events to increase center visitors and spread awareness of center's mission and resources

SKILLS

Languages: Intermediate in Mandarin Chinese
Technical: Figma | HTML | CSS | JavaScript | C++ | SPSS | Adobe Creative Suite | Canva | Microsoft Office | Webflow
Design: UX/UI Design | UX Research | Usability Testing | Wireframing | Prototyping | Graphic Design | Interaction Design | Web Design