

Marissa Liu

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ABOUT ME

I am a design strategist seeking to create delightful, global innovations.

EXPERIENCE

Senior Experience Designer

dotdotdash | Agency

New York City, NY | June 2023 - Present

Leading UX design and strategy for digital product, website, and retail experiences

Clients: Gather, AFEELA, Tillamook

Senior Experience Designer

R/GA New York | Agency

Fairfax, VA | June 2021 - April 2023

Established new digital brand vision for CVS and led redesign for CVS Health and CVS Payor Solutions corporate sites

Other clients: Meta, Estée Lauder, Lifescan, Verizon, Samsung, Brown University

Product/UX Designer

Hum | Association Management Platform

Charlottesville, VA | May 2020 - February 2021

Developed core branding and design systems; led product development in partnership with product management and engineering via UX flows, wireframes and hi-fidelity prototypes

Global Product Marketing Manager

Cisco Webex | Meetings Software

Raleigh, NC | August 2016 - August 2019

Led worldwide positioning across product launches, content and event campaigns; created original product video series; ran sponsorship initiatives with Ford Motor Company and the NBA Draft

EDUCATION

VCU Brandcenter | '21

M.S. Business, Experience Design

UNC Chapel Hill | '16

B.A. Economics and Global Studies (Double Major), Korean (Minor)

SKILLS

Design Strategy
UX/UI
User Research
Journey Mapping
Content Strategy
Project Management
Brand Management
Product Marketing
Visual Storytelling
Experiential Design
Data Analytics
Public Speaking

TOOLS

Figma
Miro
Notion
Keynote
Adobe CC Suite
Cinema 4D
Framer
Final Cut Pro X
Microsoft Excel

LET'S TALK ABOUT

Foreign art films
Curating home decor
Hidden gem museums