

Sunny Liu

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EDUCATION

HARVARD UNIVERSITY

Master in Design Engineering (GSD & SEAS joint degree)

Cambridge, MA

2026 - exp 2028

RICE UNIVERSITY

Bachelor of Arts, Ecology & Evolutionary Biology

Houston, TX

2015 - 2019

PROFESSIONAL EXPERIENCE

CALIFORNIA MENTAL HEALTH SERVICES AUTHORITY

San Francisco, CA | Remote

Product Manager

Sept 2025 - present (part-time as of Sept 2026)

- Lead 0-to-1 product development for in-house electronic health record (EHR) scoped to serve 27 of California's 58 counties, directing a team of clinical experts, engineers, and designers.
- Instituted the team's operating cadence of standups, cross-functional syncs, and intake processes to establish a source of truth across clinical, engineering, and design.
- Own product requirements and UX flows for a statewide EHR knowledge base, sequencing features against technical feasibility assessments with engineering. Launching pilot in Oct 2026.

META

San Francisco, CA

UX Researcher (contract); Generative AI

Apr 2024 - Sept 2025

- Drove a 30% increase in engagement on Imagine, a Meta AI image generation feature, through user research and product-market fit analysis.
- Launched the GenAI internal testing program, running 25+ rapid internal studies with a 1k employee panel, streamlining AI model development processes by 40%.
- Translated JTBD insights into a framework that anchored a design workshop, redefining Imagine's product development strategy.
- Synthesized insights from 15+ usability studies into feature recommendations that shaped product decisions across product management, design, and engineering.

IDEO

San Francisco, CA

Design Researcher

Jan 2022 - Oct 2023

- *Tech Client:* Developed AI product strategy for new social media experiences by leading 15 user interviews, 3 focus groups, and a design thinking workshop.
- *Medical Client:* Led exploratory research in an agile sprint cycle and mapped patient-provider user journeys that guided 5+ fecal test kit designs.
- *Medical Client:* Leveraged technical feasibility and user desirability frameworks to prioritize MVP features for an ultrasound agent pump.

IBM

Remote

Renewals Manager, Global Sales

Mar 2020 - Dec 2021

- Exceeded revenue goals by 102% by successfully managing a portfolio contributing to \$2M+ in quarterly revenue growth.

ADDITIONAL EXPERIENCE

FREELANCE PROJECTS

Remote

Product Manager & Designer

Feb 2021 - present

- *Pet Food Client:* Increased online conversion by 30% with new website UX informed by 8 usability tests.
- *Personal Brand:* Founded The Katsu Shop, a stationery brand growing to 50k+ unique visits on Etsy, 2k+ sales (4.2% conversion), and 13k+ Instagram followers.

SKILLS

Product Strategy: Product roadmapping, competitive analysis, MVP prioritization, program management

Design & Research: Foundational & evaluative research, usability testing, ethnography, diary studies, user interviews, co-creation workshops, journey mapping, UX design, wireframing

Tools: Figma, Jira, dscout, Visual Studio Code, Qualtrics, Google Workspace, Loveable, Asana, Notion