

Florence Liu

UI/UX Designer

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EXPERIENCE

UI/UX Designer II - EBizCharge

Irvine, CA | Jan 2023 - Present

- Designed end-to-end experiences across 14+ B2B financial software products serving 400,000+ users, aligning user needs with business objectives in a fast-paced, resource-constrained environment.
- Led product discovery by facilitating user interviews and usability testing, translating insights into data-informed design decisions that improved task success rates by 20%.
- Redesigned EBizCharge's Pay by Link & mobile app experiences to increase payment completion, and reduce collection time by 25%.
- Established and drove adoption of an organization-wide atomic design system, improving scalability and driving UI consistency across a team of 10 designers and 30 engineers.

UX Designer - Electric Potential

Seattle, WA (Remote) | Oct 2021 - Aug 2023

- Worked cross-functionally with product team to design high-fidelity wireframes, optimizing for user engagement and accessibility.
- Lead & assisted in team sprint sessions and research synthesis of usability testing, informing iterations of wireframes.

Product Designer - oom.earth

Los Angeles, CA (Remote) | Feb 2022 - June 2022; Nov 2022 - Feb 2023

- Owned end-to-end product design for a consumer mobile app as the sole designer, leading UX strategy, user experience, and UI design from concept to App Store launch.
- Partnered with the co-founder to define product requirements and feature priorities, translating user research insights into information architecture and content strategy.

UI/UX Designer - Lextech Global Services

Naperville, IL (Remote) | February 2022 - July 2022

- Worked on a cross-functional, multi-disciplinary, agile team to define the design of multiple enterprise-focused web applications.
- Created and maintained scalable design systems, standardizing UI components and patterns for more efficient design iteration.
- Designed and executed usability tests to identify pain points, resulting in actionable insights that improved user satisfaction.
- Facilitated design reviews across multiple client stakeholders to gather requirements and feedback to iterate on work.
- Conducted brainstorm workshops to provide thought leadership, facilitating product strategy conversations.

EDUCATION

University of California, Irvine (UCI)

Dec 2020

B.A. Business Administration,
Minor in Digital Arts

Designlab UX Academy

October 2020 - October 2021

500 hour course specializing in the
UX design process & UI expertise

SKILLS

Design

UI Design	Interaction Design
UX Research	Sketching
Design Systems	Wireframing
Ideation	Prototyping
Branding	Usability Testing
User Flows	Visual Design
Info Architecture	Graphic Design

Tools

Figma	Webflow
Adobe XD	Zeplin
Illustrator	Framer
Photoshop	Microsoft Office

Languages

English, Mandarin

AWARDS

Design at UCI | Project Teams

January 2021 - March 2021

Awarded first place amongst five
teams in the winter quarter Project
Teams cohort.

Design at UCI | Design-a-thon

November 2020

Awarded highest scoring project by
panelists out of 30+ teams.