

JUEQI LIU *UX Designer*

Work Authorization: U.S. Citizen

EXPERIENCE

UX Designer

Optivolt Labs, Inc.

Feb 2023 - Feb 2024

- Designed an intuitive user experience for the online checkout process, in line with the established design language
- Created a tool for estimating the cost of a home solar system, highlighting Optivolt's advantage in a user-friendly way
- Led the redesign of the company website to better fit the needs of a new target customer demographic
- Managed and built upon the desktop and mobile component library
- Executed various graphic design projects as needed in a highly agile startup environment, including product instruction manuals, product packaging, social media assets, and in-person event booth assets, ensuring consistent brand presentation, while collaborating with the marketing department, front-end engineers, and product engineers

Web Designer

University of Hawai'i - Chinese Language Department

July 2021 - April 2022

- Executed the redesign of the Chinese Language Flagship Program website and initial design for the Startalk program website
- Collaborated with the client to develop a design language that was cohesive with the University of Hawai'i website while adhering to the design guidelines of the Language Flagship program
- Established and iterated on the website's structure and layout, with an emphasis on information architecture and organization

Research Fellow

University of Washington - Human Centered Design & Engineering Department,

Information School, Center for an Informed Public

October 2018 - September 2020

- Contributed to the development of a qualitative analysis method for future research of social media discourse during crisis events
- Conducted qualitative analysis on diverse datasets encompassing online discussion during the Hawaii false missile alert and surrounding face masks amidst the COVID-19 Pandemic
- Revealed correlations between online information dissemination/misinformation propagation behaviors and online political patterns
- Assumed a leadership role overseeing a team of researchers in performing exploratory analysis with the new qualitative schematic
- The findings of this research is conveyed in a paper published and presented at the 2021 CSCW Conference

CONTACT

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SKILLS

Design

User Experience Design

User Interface Design

Wireframing

Prototyping

Design Systems

Component Libraries

Iconography Design

UX Copywriting

Interaction Flows

Information Architecture

Inclusive Design

Graphic Design

Illustration

Research

Market Analysis

Needs Analysis

User Personas & Journeys

User Experience Research

Usability Testing

Qualitative Analysis

Cognitive Psychology

Tools

Figma

Photoshop

Illustrator

EDUCATION

University of Washington

Psychology, Informatics