

# Victoria Liang

A data-driven product designer with 5 years of experience pushing beyond what's possible, leading ideas to production across B2B and B2C.

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## EXPERIENCE

### User Experience Designer / Fidelity Investments

April 2024 — Present

- Lead **design strategy** for core/enhanced/2.0 decision support and benefits enrollment client experiences across web responsive platforms, ensuring alignment with business objectives and measurable outcomes.
- Partner with **cross-functional agile teams** (design, content, research, business, devs) to inform product strategy, **leading workshops** and delivering designs across **5+ release timelines**.
- Drive product integration with leadership, business, sales, increasing Fidelity Health and Welfare's revenue with **12+ client wins**.
- Oversee quality **design QA and handoff** with developers and accessibility teams, to ensure **usability and accessibility compliance**.

### Product Designer / A.I. Insurance

May 2023 — Sept 2023

- Led **native and web** Insured Portal from **0 to 1**, streamlining and digitizing insurance applications and direct policy management.
- Collaborated **cross-functionally** to define product strategy and roadmap, delivering information architecture, mockups, and prototypes.
- Conducted **user research** with **50 users** using task analysis, interviews, surveys to translate **qualitative and quantitative user insights** into reports and customer-centric solutions.
- Scaled UI components for the **design systems**, handed off **developer documentation**, designed marketing materials, attuned to visual design.

### Product Designer / Nav.It

Jul 2022 — Dec 2022

- Drove **B2C** Financial Journey and Emergency Fund initiatives, to gamify **personal wealth management** with **145% increase** in user engagement.
- Led **workshops** and presented to product owners, engineering, business analyst **bi-monthly** to align design with business strategies.
- Conducted **242 user tests** via A/B testing, interviews, task analysis surveys and made data-driven decisions when establishing deliverables.
- Contributed to **scalable component libraries**, performed design QA, wrote **UX copy**, built **design specifications** for developers in 2 sprints.

### UI/UX Design Intern / Bindo Labs

Apr 2021 — Jul 2021

- Led **B2B** payment terminal for **mobile and web** from **end-to-end**, automating invoice payments and **decreasing processing errors by 60%**.
- Presented demos to **8+ e-commerce** stakeholders and cross-functional teams for feedback, aligning solutions with business goals.
- **Engaged with UX researchers** to gather customer data from **10 usability testing sessions** and delivered iterative designs.
- Maintained design system to align with **brand guidelines** and created design specs for **bug-free implementation**.

## EDUCATION

Rhode Island School of Design /  
Industrial Design with Honors

Harvard Business School /  
Credential of Readiness

Brown University /  
Liberal Arts Coursework

## LEADERSHIP

Design Manager /  
Talofa Games Monster Walk

Co-Founder /  
TEDxRISD

Co-President /  
Industrial Designers Society of America RISD

## SKILLS

Design thinking  
Product thinking  
Interaction design  
Prototyping  
Design systems  
Accessibility  
Responsive design  
User research  
User testing  
A/B testing  
Visual design  
Information architecture  
HTML / CSS

## TOOLS

Figma  
Adobe Creative Cloud  
Invision  
Sketch  
Confluence  
Jira  
Miro