

jennifer liu

jenniferliu.design

imjenniferliu@gmail.com

New York City, NY

## Experience

Ogilvy  
Experience Designer  
November 2020 - Now

Aligned user experience goals with client business needs and executed designs from ideation to prototypes and testing. Communicated effectively with stakeholders and developers to ensure success across the design and development journey, and that business goals are being met or exceeded.

Clients: IBM, EightBar, Federal Emergency Management Agency, Gerber, Fairview Health, Chartered Financial Analyst Institute

Kumi  
Product Designer  
July 2020 - September 2020

Led the UX/UI design team for an accessible and inclusive learning platform. Established design processes and frameworks for research, ideation, user testing, design critiques, and engineering handoff by conducting internal research across all teams.

boxEDu  
Product Design Intern  
July 2020 - August 2020

Designed personas through user research and design. Interpreted qualitative and quantitative research insights and conducted A/B tests to build an understanding of users and context, engagement, and improve user experience.

George Washington University  
Web and Graphic Designer  
Feb 2019 - May 2020

Spearheaded design projects for various social media channels based on existing brand standards for print and web. Designed the architecture of the functions and information of the experience.

## Education

George Washington University  
May 2020

Bachelor of Arts in Psychology  
Minor in Design & Entrepreneurship  
Additional minor in Organizational Sciences

## Skills

### Technical

Figma, Sketch, Adobe XD, InVision, Principle, Adobe Creative Suite, Abstract, Framer, Prototopia, Miro, Jira

### Design

User-Centered Design, Design Systems, UX Research, User Interviews, Information Architecture (IA), Wireframing, Prototyping, UI Design, Interaction Design (IxD), Agile, Feature Prioritization, Lean UX, Handoff, Product Thinking and Strategy