

Junning Liu

San Francisco, CA | (415)370-8435 | junning.designs@gmail.com | junningliu.webflow.io

EXPERIENCE

Fini San Francisco, CA
UIX Product Design Intern June 2022 – Ongoing

- Designing and prototyping for Fini, a digital health playground app dedicated to improving physical and mental health through participation of community challenges
- Updating the challenge participation flow to support intuitive progress tracking and reward system
- Organizing the design system to standardize visual design consistency and maintain smooth developer handoff process

IMEG CORP. San Francisco, CA
Structural Designer Feb 2019 – Oct 2021

- Developed strong partnerships with architects, construction managers, and engineers in cross-team collaborative projects
- Managed the design systems and components used in construction documents via 3D drafting software
- Developed marketing proposal presentations used in bidding and acquisition of new projects

PROJECTS

AQUA, THE REDESIGN - Fitness studio website redesign Apr 2022

- Launched a fully responsive marketing website through Webflow to improve conversion and engagement, resulting in 23% increase in click-through rate at the main user flow
- Revamped information architecture and navigation system based on synthesized insights using Hotjar's analytics tool, resulting with a 12 point improvement on the SUS (System Usability Scale)
- Overhauled the user interface to create a cohesive brand identity through user testing and iterations, leading to 33% boost in trust rating and 40% increase in positive brand attributes

RECIPE SESAME - Recipe and meal planning app Dec 2021

- Conducted evaluative user-testing with 11 participants; iteration based on testing insights achieved 91% task success rate at main user flow
- Structured an onboarding sequence that integrates user input as the foundation of personalization-driven content, achieving an NPS (Net Promoter Score) of 73%

EDUCATION

CALIFORNIA POLYTECHNIC STATE UNIVERSITY, SAN LUIS OBISPO San Luis Obispo, CA
Bachelor of Science, Architectural Engineering Dec 2018

SKILLS

Technical Skills: Figma, Adobe XD, Webflow, Mockups, Wireframing, Prototyping, Usability Testing, User Interview, Responsive Web Design, Web Development, Information Architecture, Visual Design, Product Development,

Languages: English, Mandarin and Cantonese as native speaker

Certifications: UX Immersion Program at CareerFoundry, The Webflow Masterclass at Flux Academy