Frederic (Yizhou) Liu,
a product designer and visual artist.

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Experience

Lead Product Designer, Meta
Menlo Park, CA | 2024 - Now

- Working at Meta Superintelligence Labs as a lead designer in Meta AI Team, delivering key experience for GenAI experience across family of apps including Instagram, Whatsapp and Facebook - driving Meta AI pDAU to grow 8.4% in 3 months.

- Building product and design strategies for AI product systems across Meta, including AI response templates, magic messaging, AI privacy, in collaboration with 10+ related teams from different products and areas.

- Worked at Messenger org in Chat Experience Team, delivering new features in both Messenger and Instagram messaging, driving communication DAU to increase by 0.3% (MSGR), 1.5% (IGD) and user sentiment metrics to grow by 8.2% (MSGR), 15.6% (IG).

Senior Product Designer, Yahoo
Mountain View, CA | 2020 - 2023

- Worked at Yahoo Finance team, leading product design for native apps and successfully increased app store rating by 19% (iOS) and 28% (Android) in 1.5 years.

- Led design efforts for Yahoo Finance apps by envisioning, planning and validating the product roadmaps as well as delivering data-driven design solutions - in collaboration with stakeholders through research, A/B testing and design iterations.

UX Design Intern, Google
Los Angeles, CA | 2019

- Worked in Google Ads Planning team, navigated through the ambiguity and complexity of Google Insights Finder (an business intelligence product) by delivering critical user journeys, concepts, wireframes, prototypes, testing reports, design specs and other key artifacts.

Education

M.S. Human-Computer Interaction
Atlanta, GA | 2020

- Georgia Institute of Technology

B.S. Industrial Design
Shanghai, China | 2018

- Shanghai Jiao Tong University
- Graduated with the honor of Outstanding Graduate of Shanghai (Top 1%)

Skills

UX Essentials

- User Experience Design / Motion Design / Prototyping / Vibe Coding / Survey / Interview / Contextual inquiry / Card sorting / Usability Test / Persona / Empathy Map / User Journey Map / Affinity Diagram / Info Visualization / Data Analytics / Storyboarding

Design & Development Tools

- Figma / Origami / Principle / SwiftUI / Cursor / Spline / Blender / Adobe Creative Suite / Unity / Html 5 / TouchDesigner / Python / C++ / JavaScript / CSS 3 / Arduino / Processing