

# YUAN (STEPHANIE) LIU

PRODUCT DESIGNER | EXPERTISE FROM 0-1

## EXPERIENCE

### Senior Product Designer / ZetaChain

May 2025 — Present

- **Redesigned core developer experiences** including the **ZetaChain Docs** page and **UniversalKit**, streamlining onboarding and reducing friction for developers to start building on-chain.
- Led end-to-end design for **ecosystem apps** like Amana, crafting cohesive user experiences across products and increasing adoption of key blockchain features through improved UX and discoverability.

### Product Designer / ZEPZ

April 2024 — February 2025

- **Led product design for Wallet, a key feature on Sendwave (and WorldRemit),** driving **rapid adoption** and facilitating **\$25M+ in remittances within 6 months.**
- **Conducted user research** (usability testing, surveys, A/B testing) to validate design decisions and optimize Wallet user experience.
- **Collaborated cross-functionally** to secure design buy-in from **product, engineering, and compliance teams.**

### UX/UI Designer / CoinFlip

September 2022 — April 2024

- **Designed and launched Olliv,** a digital crypto finance platform, leading to **500K+ app downloads and millions of transactions, driving revenue growth.**
- **Developed two scalable design systems,** enhancing brand consistency and accelerating design iteration by **60%.**
- **Redesigned CoinFlip's web experience,** boosting **user retention by 40%** and increasing **transaction conversions by 15%.**

### UX Designer / Glia Health

April 2022 — September 2022

- Designed and shipped **4 key features** for a brain health diagnostics startup, effectively aligning with the company's strategy.
- Spearheaded mobile UX improvements that led to **1.6X increase in beta user sign-ups.**

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## EDUCATION

### University of Chicago

M.A. Digital Media and Design

September 2019- June 2021

### Springboard

UX Certificate

Completed December 2021

### St. John's College

B.A. History

August 2015 - May 2019

## SKILLS

Interaction Design

Mobile Interface Design

Web Design

Design System

Prototyping

Wireframing

User Flows

A/B Testing

User Research

Usability Testing

User Interviews

Data-driven design

Front-end Development

## TOOLS

Adobe Suites

Figma

Sketch

Framer

UserTesting

Jira

Notion

HTML/CSS

JavaScript

React

Python

Webflow

FullStory

Mixpanel