

YUAN (STEPHANIE) LIU

SENIOR PRODUCT DESIGNER | 0→1 & GROWTH

EXPERIENCE

Senior Product Designer | ZetaChain

May 2025 — November 2025

- Led end-to-end design for **ZetaHub's on-chain money-movement experiences**—swaps, cross-chain transfers, staking, and governance dashboards—improving **transaction completion rate by 45%** and driving a **21% increase in cross-chain volume**.
- Designed for Toba, a **stablecoin liquidity pool**, helping users provide and swap stablecoin liquidity across chains while clearly communicating **yield, fees, and risk**.
- **Partnered closely with PM, Engineering and Marketing** to align roadmap, streamline technical constraints, and deliver features with measurable adoption.

Product Designer | ZEPZ (Sendwave + WorldRemit)

April 2024 — February 2025

- Led product design for **Sendwave's mobile Wallet**, enabling customers to **save funds, send money, and pay out to friends and family internationally**, facilitating **\$25M+ in remittances within 6 months**.
- Designed and optimized key money journeys, including **KYC onboarding, ACH payment and P2P transfers** to reduce friction, increase completion rates, and decrease support tickets.
- **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**.

Sole 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**.
- Built two scalable **design systems (web + mobile)**, accelerating design and development speed by **~60%**.
- **Redesigned CoinFlip's web experience**, boosting **user retention by 40%** and increasing **transaction conversions by 15%**.

UX Designer | Glia Health

April 2021 — September 2022

- Designed mobile-first features to support early diagnosis and monitoring of brain health, contributing to a **1.6x increase** in beta sign-ups.

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EDUCATION

University of Chicago

M.A. Digital Media and Design

Springboard

UX Certificate

St. John's College

B.A. History

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

AI-Enhanced UX

TOOLS

| | |
|--------------|------------|
| Adobe Suites | HTML/CSS |
| Figma | JavaScript |
| Sketch | React |
| Framer | Python |
| Webflow | Lovable |
| UserTesting | Cursor |
| Jira | FullStory |
| Notion | Mixpanel |