

Amy Liu

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EDUCATION

University of Southern California | Los Angeles, CA

B.S. in Computer Science and Business Administration

- USC Dean's Scholarship, Clarice T. Trombly Endowed Scholarship

August 2021–May 2025

GPA 3.86/4.0

EXPERIENCE

Circleback (YC W24) | San Francisco, CA

Product Designer (Contract)

Sep 2025

- Designed complete 0-to-1 analytics dashboard for AI-generated meeting insights
- Collaborated directly with technical founders to understand customer use cases and provide product-wide UX feedback

Apple | Cupertino, CA

Human Interface Design Intern (tvOS Platform)

May 2024–Aug 2024

- Designed high fidelity mockups and user flows for feature in Apple TV's operating system
- Pitched Apple tvOS feature and received approval from Director of Engineering, scheduled for future operating system update
- Directed 26 moderated in-depth user tests analyzing interaction patterns of new and experienced Apple TV users

User Experience Design Intern (Worldwide Operations)

May 2023–Aug 2023

- Converted entire design system library (500+ components, 800+ icons) into dark mode
- Created and shipped 68 pages of design system guidelines, detailing specs and best practices
- Conducted 12 user interviews across four company functions

Soul Machines | Remote

Product Design Intern

Jun 2022–Aug 2022

- Designed landing page and new login experience for Soul Machines' core customer-facing product to boost usability and appeal to creator market
- Iterated from brand concepts to high-fidelity desktop, tablet, and mobile prototypes through close collaboration with designers, product managers, and engineers

ACTIVITIES

Code the Change | Los Angeles, CA

VP of Design, Product Designer

Sep 2022–May 2025

- Lead design recruitment, curriculum, and marketing, and oversee all client projects
- Deliver end-to-end software for 2 non-profit orgs (Boundless Brilliance, Voices Beyond Assault)
- Collaborate with cross-functional teams of 7 engineers, 1 technical lead, and 1 product manager

Innovative Design USC | Los Angeles, CA

Professional Development Chair, Graphic Designer

Sep 2022–May 2025

- Organized nationwide undergraduate design competition with 400+ participants, 11 judges and mentors, and \$4k+ in company sponsorships
- Rebranded chili oil startup from farmers market vendor to retail-ready brand, enabling expansion to 6+ LA/NYC stores and acceptance into curated markets like Smorgasburg
- Redesigned protein powder packaging, logo, and typography for food influencer's brand with 250K total followers

HONORS & AWARDS

3rd Place Rice Design-a-thon (Jan 2024), **1st Place HackSC Global Impact** (Feb 2023)

SKILLS & TOOLS

Tools: Figma, Sketch, Adobe Creative Suite, Procreate, Webflow, SolidWorks, Claude Code, Cursor

Programming: C++, Java, HTML/CSS, JavaScript, Typescript, SQL, PHP, React, Next.js, Bootstrap, Tailwind