

# 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 3.85/4.0

## EXPERIENCE

**Trata (YC W25)** | New York, NY  
**Design Engineer (Contract)** Nov 2025  
- Developed improved onboarding flow in Next.js with keyboard shortcuts and dynamic animations that reduced friction for repetitive tasks

**Circleback (YC W24)** | San Francisco, CA  
**Product Designer (Contract)** Sep 2025  
- Created AI analytics dashboard, enabling users to extract insights from product usage

**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

## 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