



Wenzhu Liu

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SKILLS

DESIGN

Persona
Storyboarding
Wireframing
Prototyping

RESEARCH

Survey
Interview
A/B Testing
Contextual Inquiry
Heuristic Evaluation
Competitive Analysis
Usability Testing

SOFTWARE

Sketch
Illustrator
Principle
Photoshop
InDesign
Framer
InVision
WordPress

PROGRAMMING

HTML & CSS
JavaScript
jQuery
Python
C

EDUCATION

AUG 2013 | **CARNEGIE MELLON UNIVERSITY** | Pittsburgh, PA
MAY 2015 | *Master of Science, School of Computer Science*

Advanced Web Design | Mobile Service Innovation | Introduction to Interaction Design | Mapping and Diagramming | Design Thinking | Designing Human-Centered Software | Social Web

SEP 2009 | **SHANDONG UNIVERSITY** | Jinan, China
JUN 2013 | *Bachelor of Science, School of Life Science*

WORK EXPERIENCE

MAY 2017 | **MARIN SOFTWARE** | San Francisco, CA
CURRENT | *User Experience Designer*

As the sole designer in Marin Software, work with multiple product managers and front-end engineers to deliver a leading enterprise SaaS product bringing search, social and eCommerce advertising into a single platform

Lead the web application design from collecting feedback, defining workflow, preparing wireframes, creating hi-fi mockups to delivering UI specifications

OCT 2015 | **ELECTRONICS FOR IMAGING, INC.** | Fremont, CA
MAY 2017 | *UI & UX Designer*

Worked on EFI's core product Fiery and led the whole design process from user research, visual design to front-end development

Collaborated closely with product owners and engineers to refresh user flows and overall look of all related desktop and web applications for new version

Defined design guidelines, color palettes, typography, user interface elements and icons

MAY 2015 | **PEEKABUY** | San Mateo, CA
AUG 2015 | *UX Design Intern*

Designed and developed new user interfaces from paper sketches to hi-fi mockups, built interactive prototypes via Proto.io for the mobile application

Evaluated user experience issues from usability testing, formulated design guidelines, gesture inventories and led graphic design for integrated social media including Facebook, blog and email

MAR 2015 | **WINNOWER RESEARCH STUDIO** | Oakland, CA
MAY 2015 | *Web Design Intern*

Worked efficiently with founders to brainstorm initiatives and convert research findings in Australia to concrete website content, designed and implemented a fully functional site using bootstrap

NOV 2014 | **CARNEGIE MELLON FILM FESTIVAL** | Pittsburgh, PA
MAR 2015 | *UI Design Intern*

Designed lo-fi and hi-fi prototypes for the official mobile application targeting over 3,000 users, clarified essential features based on competitive analysis