



# 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

Figma  
Sketch  
Illustrator  
Principle  
Photoshop  
InDesign  
InVision  
WordPress

### PROGRAMMING

HTML & CSS  
JavaScript  
jQuery  
Python  
C

## EDUCATION

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

Advanced Web Design | Mobile Service Innovation | 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

AUG 2019 | **AIRBNB** | Beijing, China  
CURRENT | *Experience Designer*

Led the design of campaign in growth team, like May Day Campaign & CNY Campaign from 0 to n, bringing 2.4x booking lift and 2.0x new user signup lift

Built the first campaign foundation platform with abundant innovative design components, reducing 80% time for landing page configuration

Collaborated closely with product managers, engineers, data scientist and operation managers, planned and implemented the design strategy with business goal

MAY 2017 | **MARIN SOFTWARE** | San Francisco, U.S.  
AUG 2019 | *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

Led 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.** | Bay Area, U.S.  
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** | Bay Area, U.S.  
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

NOV 2014 | **CARNEGIE MELLON FILM FESTIVAL** | Pittsburgh, U.S.  
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