

# MIRANDA LIANG

Product Designer



Bay Area, CA



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<https://www.mirandaliang.com>

## EXPERIENCE

### **UX Designer, YPCommunities, US**

— Feb 2022 - Present

- Work closely with stakeholders in the team to build a community-focused platform.

### **UX/UI Designer, SEEDS, US**

— Feb 2022 - Present

- Identify business goals and customers' needs to design a shopping assistant experience for the website.

### **Product Designer, Necessary Behavior, US**

— Oct 2021 - Present

- Combine business goals and user research to solve quantitative and qualitative data problems.
- Create wireframes and prototypes to validate workflows through iterations with users.
- Collaborate and seek feedback from stakeholders in a cross-functional environment.
- Contribute to the design system by creating new components and maintaining asserts.
- Redesign the responsive website based on the user's behavior and environment.

### **Freelance UXUI Designer, Self Employed, US**

— Apr 2021 - July 2021

- Apply user-centered principles to design a food ordering application.

## OTHER EXPERIENCE

### **Adobe Creative Jam, US — May 2021**

- Winner of the Honorable Mention.
- Top 20 out of 525 competitors.

## EDUCATION

### **CareerFoundry — Jun 2021**

- UX Design Immersion Course
- Frontend Development for Designers

### **California Institute of Arts — May 2020**

- UX Design Fundamentals
- Visual Elements of User Interface Design

### **University of Sussex, UK — 2015 - 2016**

- Master of Science - Management

### **Sheffield Hallam University, UK — 2014 - 2015**

- Bachelor of Science - Hospitality Business Management

## UX SKILLS

- **User Research:** Surveys and Interviews, Competitive analysis, Affinity mapping, Card sorting, A/B Testing, Preference Testing, Usability testing.
- **Design:** Personas, Journey Maps, Task Flows, IA, Wireframes, prototypes, Mockups.
- **Tools:** Adobe XD, Figma, InVision, Marvel, Balsamiq, Usability Hub, Optimal Workshop, Photoshop, Canva, Google Workspace, Trello, Slack, Dropbox.

## OTHER SKILLS

- Basic knowledge about HTML, CSS and JavaScript.

## LANGUAGE

- English
- Mandarin