Ziying Liu

Product and UI/UX Designer

ziy@umich.edu   www.ziying.design   510-422-8599

Education

MS User Experience Design&Research | University of Michigan

2022-2024(expected) / Ann Arbor, MI

- Course: Interaction Design, Analytical Product Design, Web Design, Programming, Introduction to Statistics and Data Analysis, Project Management&Consulting, Needs assessment and Usability evaluation, Fundamental Human Behavior, Strategic Brand Management.

MFA Industrial Design | California College of the Arts

2021-2022 / San Francisco, CA

BFA Industrial Design | Hubei University of Technology

2016-2020 / Wuhan, Hubei

Projects

MedSim Archive

Sep-Dec, 2022 / Clinical Simulation Center, U-M Medical School

- Designed a new a searchable system of the clinical simulation videos for students and instructors in Medical School to help them better organize massive surgeon videos.
- Prototyping lo-fidelity wireframes and high-fidelity prototype using figma and conducted usability testing with 15 respondents to design a website that all types of target users would need.
- Collaborated with 3-person team through user-centered iterative methods including user flows, user journeys, personas, story mapping, QOC and competitive analysis

Tape Cutter for Kokuyo

Jun, 2022 / Kukoyo

- Designed a more convenient and affordable tape cutter for China's large courier community
- Field survey interviews were conducted with couriers, competitive product research and analysis, 3D modeling of different versions of the model for user testing finally to get the best design.

Skills

Design

UX strategy,
User flows,
Concept sketches,
Experience mapping,
Wireframes,
Prototypes,
Mockups,
Motion design,
Design systems,
Branding
3D Modeling
Industrial Sketches
Python
HTML/CSS
R(Programming)
Processing

Research

User interviews,
Usability testings,
Persona hypothesis,
Competitor analysis,

Tools

Design

Figma, Adobe XD,
Sketch, Miro, inVison,
Keynote, Zeplin,
Photoshop, Illustrator,
Indesign

Product / Project Managment

Jira, Trello, Smartsheet,
Slack, Notion