

Erica Liu

UX/UI DESIGNER

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EXPERIENCE

Mountainview Stone - Branding Website & CMS May 2024 - Jul 2024

Lead UX/UI Designer - Freelance Toronto, Canada

- Designed a website and content management framework by applying visual design principles and responsive design techniques, which resulted in a visually appealing, user-friendly interface that boosted the client's digital presence, increased user engagement and sales, and accelerated brand recognition.
- Defined project goals by collaborating with the client's cross-functional teams, conducting user research & competitive analysis, and developing prototypes, which resulted in a website aligns with the client's brand identity and strategic objectives.
- Post-delivery of the project, proactively provided an accessibility assessment to identify opportunities for accessibility readiness.

AaronOne Realty - Property Management System Jul 2023 - Feb 2024

Lead UX/UI Designer - Freelance Toronto, Canada

- Designed an all-in-one property management system using design thinking principles, resulting in a 30% increase in operational efficiency, a 40% reduction in manual errors, and a 25% boost in tenant satisfaction.
- Analyzed requirements document and existing workflows to understand preliminary user needs. Proactively conducted stakeholder interviews to further refine these needs, identifying additional pain points and ensuring optimal alignment between the design and user expectations.
- Facilitated whiteboard sessions with the project team and stakeholders to create wireframes, which were iteratively refined into prototypes and high-fidelity mockups, ensuring an expedited delivery of the MVP.
- Actively contributed as a full-cycle project team member to deliver a successful MVP release by providing continuous design artifact updates, iterating on user flows based on feedback, and presenting design alternatives to address technical constraints.

Crystal International Group May 2019 - Present

Product Design Engineer - Full Time Toronto, Canada

- Led the design and launch of 30+ cosmetic products, achieving sales of up to 1.8M USD each. Collaborated with high-profile clients such as Estée Lauder, L'Oreal, and KVD.
- Interpreted customer project briefs by analyzing requirements and facilitating discussions for agility and rapid turnaround on requests, while maintaining the highest standard of design.
- Led brainstorming to balance ideation and production capabilities, producing innovative concepts, renderings and presentations. These efforts supported the exploration of untapped business opportunities, established our role as an integral partner with Kendo Brands in shaping their brand identities.
- Managed the entire product manufacturing life-cycle to ensure timely identification and resolution of production issues, achieving an average of 3% cost saving.

SKILLS

Product Design • Design Systems
User Interviews • Competitive Analysis
Information Architecture • Usability Testing
Design Strategy • WCAG 2.2 Compliance
UI/Visuals • UX Research
Wire Framing • Prototyping • Ideation
User Testing • A/B Testing
Developers Handoffs

TOOLS

Figma	Jira
FigJam	Webflow
Adobe XD	Framer
Illustrator	MidJourney
Photoshop	ChatGPT
InDesign	HTML
Miro	CSS
Notion	Confluence

EDUCATION

Google UX Design Professional Certificate

Google Career Certificates

How To Design For Accessibility: For UX Designers (WCAG 2.2)

Udemy Certificates

Master Of Mechanical Engineering

University Of Ottawa

Bachelor Of Mechanical Engineering

China University Of Petroleum

PORTFOLIO

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