



YING YING LIU

SENIOR UX DESIGNER

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EMPLOYMENT & EXPERIENCE

- 2016-PRESENT **VERILY // SENIOR UX DESIGNER // HARDWARE & SOFTWARE**
Lead end-to-end UX & strategy across multiple early stage healthcare products from conception to launch: Onduo app chronic condition patient experiences (Type 2 Diabetes, hypertension), remote patient monitoring hardware device for heart failure, surgical operating room tools. Strong expertise in evaluating product market fit, cross functional collaboration, and SME partnerships (behavioral science, clinicians, human factors, regulatory).
- 2014-2016 **YOUTUBE // UX DESIGNER // MOBILE VIDEO CREATION**
Lead designer for mobile video creation in the YouTube app. Led interaction design, feature brainstorming, information architecture, visual design, prototyping, and concept testing around the first-ever in-app YouTube camera and end-to-end video transformation tools.
- FALL 2013-
SPRING 2014 **UNIVERSITY OF MICHIGAN // INTERACTION DESIGNER // HEALTH TECHNOLOGY RESEARCH**
Conducted qualitative research analysis and designing for several mobile consumer health technology projects with Dr. Predrag Klasnja, including a self-management system for bipolar patients and a physical activity adherence application for cardiac rehabilitation patients.
- SUMMER 2013 **YOUTUBE // UX DESIGN INTERN**
Designed wireframes & mock-ups of UIs and flows to promote YouTube channels; conducted comparative analysis and evaluated current YouTube onboarding flow; collaborated with engineers to implement designs; created interactive prototypes; observed usability research studies.
- FALL 2012-
SPRING 2013 **FORD SCHOOL OF PUBLIC POLICY // WEB DESIGN & DEV ASSISTANT**
Developed and updated Ford School's primary website using HTML, CSS & PHP; maintained Ford School's subsidiary sites; designed online social media materials (Twitter, YouTube); redesigned academic microsites for faculty members.
- 2010-2012 **VSA PARTNERS, INC // GRAPHIC DESIGNER**
Spearheaded the visual design for many of company's web design projects; designed branding and printed editorial materials for clients such as Target, Brown-Forman, and Best Buy.

EDUCATION

- 2012-2014 **UNIVERSITY OF MICHIGAN // ANN ARBOR, MI**
MSI // Human-computer Interaction // GPA 3.97
- 2006-2010 **IOWA STATE UNIVERSITY // AMES, IA**
BFA Graphic Design // GPA 3.9 // summa cum laude
- FALL 2009 **COLLEGE OF DESIGN ROME PROGRAM // ROME, ITALY**
Semester study abroad included classes, lectures, and workshops with internationally reknown designers Primo Angeli and Oded Ezer.

SKILLS

- CREATIVE User Experience Design, Design Strategy, User Flows, Storytelling, Information Architecture, Interactive Prototyping, Illustration, Graphic Design, User Experience Research, Web Design, Editorial Design, Photography
- TECHNICAL Figma, Sketch, Illustrator, InVision, Keynote, ProtoPie, Flinto, Photoshop, After Effects, Premiere Pro, Dreamweaver, InDesign, HTML, CSS, Arduino
- LANGUAGES Fluent Mandarin

REFERENCES available upon request