



## UX design lead with 10+ years experience, bringing people along on the design thinking journey to solve big problems together.

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### WORK EXPERIENCE

Jul 2019 – Present

#### Senior Staff Product Designer

ServiceNow – Santa Clara, California

- Launched ServiceNow Impact in Jan 2022 as design lead with 3 other product designers, helping customers accelerate their ROI through expert guidance, premium tech support, and personalized recommendations
- Facilitated strategic alignment discussion and constructed a shared product vision to drive digital experience with business, product management, and engineer stakeholders; amplified lean UX mentality to ensure concept to launch in 11 months
- Streamlined design handoff and established a design system with reusable patterns across 5 agile scrum teams (5 product owners, 40+ engineers)
- Advocated for an insights-driven process in partnership with UX research to uncover/validate user needs on a monthly basis
- Launched 7 end-to-end service portal app templates that provide predefined content and best practices to satisfy a variety of business use cases in a low-code/no-code environment
- Designed and co-authored 15+ component specs and usage guidelines for the service portal framework in 2021 Q1 Quebec release

Sep 2019 – Present

#### Adjunct II Professor, Interaction Design Program

California College of the Arts – San Francisco, California

- Teaching year 1 and 2 students how to think holistically about their designs, classes include: Intro to Interaction Design, Prototyping, and Systems Thinking

May 2017 – Jun 2019

#### Interaction Designer

Google – Mountain View, California

- Launched vacation rental search in Mar 2019, oversaw a brand new vertical expansion for the core hotel search product from concept to launch
- Launched hotel search on mobile in Feb 2018, helping travelers to explore and find a place to stay with confidence; increased revenue (+16%) and conversion rate (+20%)
- Improved ads experience to boost user trust with clearer hotel results; increased hotel impression (+10.76%) and revenue (+12.63%)
- Led interaction design, visual design, and information architecture on an attribute management system that enables hotel owners to edit amenities and services provided to their hotel listings, reaching ~200k more hoteliers on Google My Business
- Managed 2 design interns (both successfully converted to full-time)
- Pitched and led internal hackathon and design sprints across 3 offices

Apr 2015 – Apr 2017

#### Assistant Manager of Design & Execution, Product Innovation Team

Samsung Electronics America – Mountain View, California

- Defined UX/UI direction for Samsung's visionary concepts for home appliances, large-format displays, TV & audio, and smart home devices
- Planned cross-functional ideation sessions with senior management to identify new opportunities, define product strategy, and refine value propositions based on market insights and emerging technologies
- Built and presented 4+ functional prototypes to executive stakeholders, successfully earning greenlight for Product Innovation Team to lead the development effort for go-to-market



- Established high-level product definition and experience for Family Hub refrigerator (awarded CES 2016 Best Innovation Award)
- Oversaw vendor relationship and development of an appliance-compatible Android app; incorporated into the SmartThings app

Apr 2012 – Apr 2015

**Senior UX Designer**

Philosophie – Venice, California

- Led multiple sprint kickoffs and facilitated design workshops to help clients define product strategy and vision, identify user pain points, and develop roadmaps
- Oversaw interaction design, delivered varying fidelity design prototypes, and partnered with engineers for 10+ product launches
- Delivered solutions for clients such as YapStone (payment service provider for apartment and vacation rentals), luxury online eyewear order fulfillment system, web-based writing development tool for students, tech retail CMS, and more
- Mentored 3+ interns and junior designers

Sep 2013 – Dec 2014

**Faculty Member**

ArtCenter College of Design – Pasadena, California

- Developed course syllabus and taught 4 trimesters of undergraduate interaction design courses for senior students, covering research, design, and prototyping

Mar 2013 – Dec 2013

**UX Design Instructional Associate / Event Moderator**

General Assembly – Santa Monica, California

- Mentored and provided design guidance to 2 classes of 20+ students (mid-career professionals)
- Moderated community tech events and spoke on 5 panels about user experience

2012 – 2013

**Freelance Design & Consulting**

- Designed web and mobile interaction design for clients, including TouchFrame’s “Braindex” an iOS game show app that became the 2013 #1 iPad app in Entertainment and Primetime Emmy Award Finalist for Best Interactive Program

Jan 2011 – Mar 2012

**Lead Designer**

Miso Media – Venice, California

- Produced interaction flows, designed cross-platform mock-ups, and performed QA testing for instrument-learning app, mobile tuner, sheet music editor, and AR drum set. In 2012 “Miso Music” became #2 in iTunes Top Music Paid iPad/iPhone Apps and #11 in Top Paid iPad Apps

**EDUCATION & CERTIFICATES**

Apr 2021

**Certified ScrumMaster (CSM)**, Scrum Alliance

Oct 2019

**Certified Scrum Product Owner (CSPO)**, Scrum Alliance

Apr 2017

**CORE: Credential of Readiness, Pass with Honors**, HBX | Harvard Business School

2007 – 2010

**Bachelor of Fine Arts with Honors in Graphic Design**

ArtCenter College of Design – Pasadena, California

**SKILLS**

Figma, Sketch, design thinking, product strategy, design sprint, journey mapping, storyboard, wireframing, prototyping, jobs-to-be-done framework, agile methodologies, HTML5, CSS3, accessibility design, responsive web design, usability testing, UX research, Adobe Creative Suite