JOY
LIU

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

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WORK EXPERIENCE

Jul 2019 – Present

Senior Staff Product Designer
ServiceNow – Santa Clara, California

- Lead team of six designers; responsible for roadmap strategy planning, resource planning, interviewing and mentoring designers, facilitating team building and learning activities, and running day-to-day design operations
- Launched ServiceNow Impact in Jan 2022, a premium customer success service, that became the most successful launch in company history
- 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 five agile scrum teams (5 product owners, 40+ engineers)
- Advocated for an insights-driven process in partnership with UX research and shifted the development process to be more inclusive of design and research
- Launched seven 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 the 2021 Q1 Quebec release

Sep 2019 – Dec 2022

Adjunct II Professor, Interaction Design Program
California College of the Arts – San Francisco, California

- Developed course material and taught undergraduate students on interaction design, 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 more explicit 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 two design interns (both successfully converted to full-time)
- Pitched and led internal hackathon and design sprints across three 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 workshops with senior leadership team 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 the team to lead the development effort for go-to-market strategy
○ 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 proof-of-concept app, which later was incorporated into the SmartThings app

Apr 2012 – Apr 2015	**Senior UX Designer**
	Philosophie – Venice, California

○ Oversaw interaction design, delivered varying fidelity design prototypes, and partnered with engineers for 10+ product launches
○ Led multiple sprint kickoffs and facilitated workshops to define product strategy and vision, identify user pain points, and develop roadmaps for clients ranging from payment service provider, e-commerce fulfillment system, education 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 material and taught four 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 five panels about user experience

2012 – 2013	**Freelance Design & Consulting**

○ Designed web and mobile applications 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

○ Designed end-to-end experience for cross-platform learning app, instrument 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
○ Mentored 2 interns

EDUCATION & CERTIFICATES

Jul 2022	**Certified System Administrator**, ServiceNow
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 CC