

Laura Liu

Product Designer

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About

I'm a product designer with experience across B2C, e-commerce, and media. My journalism background shapes how I think about narrative, clarity, and human interactions, especially when translating brand into digital experiences.

Experience

Product Designer, Yovo

New York, US · Jul 2023 - Present

- Built a multi-brand web system (1 core + 7 sites) improving consistency and reducing production time.
- Redesigned Yara iOS (2.5K daily downloads), improving onboarding clarity and task completion through research-led iteration.
- Strengthened launch performance by aligning product messaging across app, web, and campaigns.

Digital Experience Designer, Rita Group

New York, US · Aug 2024 - Sep 2025

- Collaborated with PM and developers to improve client website engagement and task clarity through stronger IA and user flows.
- Created brand output with reusable guidelines and templates, reducing design time.
- Worked with internal design team and external clients like Dakota's and The Grove.

Freelance Designer, Laura Design

Aug 2022 - Aug 2024

- Partnered with early-stage and growing brands to deliver end-to-end digital experiences, including 0→1 e-commerce and UX solutions that increased conversion, sales, and brand clarity.
- Built scalable brand systems and performance-driven UX frameworks aligned with business objectives and existing brand constraints.
- Selected clients: Soirée Tableau, Riven, Treasure Valley, Curia, Closegap.

Education

General Assembly

Aug 2022 | New York
UX Design Immersive Fellow

DePaul University

Aug 2016 | Chicago
Master of Arts in Journalism

Skills

Product Design
Interactive Design
Visual Design
User Flows
User Research
User Interviews
Usability Testing
User Research
Usability Testing
Prototyping
Wireframing
Mockups
Information Architecture
Heuristic Evaluation
Affinity Mapping
Design Systems

Tools

Figma
Adobe CC
Zeplin
Miro
Notion
HTML
CSS