

# 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