

Laura Liu

UI/UX Designer

Profile

UI/UX Designer with expertise in building intuitive, user-centered digital experiences and cohesive brand identities. Skilled in wireframing, prototyping, usability testing, and design systems.

Experience

Digital Experience Designer

Rita Group

August 2024 - Present

- Designed digital brand experiences across web and social platforms, ensuring alignment with universal brand guidelines.
- Conducted user research and usability testing to identify and solve pain points, improving usability and engagement.
- Partnered with Product and Engineering teams to implement scalable design solutions.

UI/UX Designer

YOVO

July 2023 - Present

- Created wireframes, user flows, mockups, and responsive designs to improve usability and consistency across multiple products.
- Developed and enhanced page layouts, design components, and interaction patterns guided by user insights and design system standards.
- Proposed and implemented design refinements to improve overall product accessibility and scalability.

Brand Designer

SOIRÉE TABLEAU

June 2024 - July 2024

- Established and maintained a cohesive brand identity across proposals, invoices, and web platforms.
- Designed and launched website components, ensuring smooth UX and visual storytelling.
- Collaborated with stakeholders to deliver visually compelling, brand-aligned assets.

UX Designer

Riven

April 2023 - July 2023

- Led collaborative workshops to align user needs with business and engineering goals.
- Redesigned customer journeys, optimizing store conversion rates by 32% through improved UX.
- Presented concepts and prototypes to technical and commercial stakeholders, ensuring shared alignment.

Contact

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Education

UX Design Immersive Fellow
General Assembly, NY

M.A. of Communication
DePaul University, Chicago

Skills

Software

Figma
Illustrator
Zeplin
Miro
Notion
Wix
Shopify
Optimal Workshop
Salesforce

Methodology

Wireframing
Prototyping
User Research
Usability Testing
Information Architecture
Design Systems

Language

CSS
HTML