Laura Liu
UI/UX Designer

Profile

As a UI/UX Designer, I blend a passion for intuitive, beautiful digital experiences with expertise in branding, marketing, and creative strategy—delivering design solutions that are both user-centered and strategically impactful.

Experience

Digital Experience Designer

Rita Group — *August 2024 - Present*

- Collaborated with designers to support the team's universal brand initiatives including brand guidelines, brand templates, social media assets, website design, and more.
- Defined and extend visual design systems for the client projects, ensuring a cohesive approach to typography, color, layouts, and other design elements.
- Worked cross-functionally with Product, Engineering, and other teams.

UI/UX Designer

YOVO — *July 2023 - Present*

- Created and refined the visual aspects of the product, including sketches, wireframes, prototypes, and high-fidelity designs. This resulted in a 4X increase in organic traffic for the website and a 38% score improvement in the iOS store.
- Collected and analyzed user feedback to identify needs and inform design decisions.

Brand Designer

SOIRÉE TABLEAU — *June 2024 - July 2024*

- Established and maintained the brand identity across all projects and ensured consistency, including brand guidelines, branded invoices, and branded proposal templates.
- Contributed to the design and development of the website, ensuring a seamless user experience and cohesive brand identity.
- Worked closely with stakeholders and project managers to ensure brand consistency and created visually compelling designs.

UX Designer

Riven — *April 2023 - July 2023*

- Experienced in running collaborative workshops to communicate users' needs and collaborate with both business and engineering teams.
- Redesigned meaningful customer experiences with measurable business impact, optimizing store conversion rates by 32%, focusing on customer engagement and sales optimization.
- Presented design ideas and concepts clearly to both technical and commercial stakeholders.

Contact

www.lauraliu.design

shuoliu77@gmail.com

+312 589-8702

linkedin.com/in/laura-liu-design/

Education

UX Design Immersive Fellow
General Assembly, NY

M.A. of Communication
DePaul University, Chicago

Skills

Software
Figma
Illustrator
Notion
Miro
Zeplin
Wix
Shopify
Optimal Workshop
Salesforce

Methodology
User-centric Design
Wireframing
Prototyping
Usability Testing
User Research
User Journey Mapping
Design Specification
Documentation
Information Architecture
Problem Definition
Communication and Presentation

Language
CSS
HTML