

Yao Liu

PRODUCT DESIGNER

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(password: 2016)

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EMPLOYMENT

Uber | Product Designer

SEP 2015 - Present

China Growth, EMEA Growth

- Currently leading design for the EMEA Growth team
- Design, research, and iteration of unique features for Uber riders in China such as pre-trip promotions, post-trip payments, and rider lotteries
- Full design flow for rider virality features in China such as rider referral and HTML5 games
- Led UI, UX, branding, and research for the China rider loyalty program
- Prototype design flows and micro-interactions with FramerJS and After Effects
- Participation of candidate interviews and debriefs for the China Growth team on a regular basis

Yahoo! | Experience Designer

OCT 2013 - SEP 2015

Flickr

- Exploration and implementation of style guide and iconography for Flickr web
- Led design in feed, photo page, stats, search, and landing pages
- Full design flow for the new Flickr Uploadr app on Windows and macOS
- Animations for interaction design, marketing, and launch video
- Constant exceeds and greatly exceeds in quarterly reviews
- 2014 Excellence Award for top 10% employees in Yahoo

Talkways | Design Lead

JAN 2012 - JUN 2013

A startup in Beijing focusing on online English tutoring

- Led implementation efforts of the Talkways website from wireframes and designs to front-end coding
- Led various efforts on video concepts and motion direction

Schwann | Design Intern

MAY - SEP 2011

A Beijing-based Spanish branding and advertising agency

- Carried out various roles from UI designer to illustrator in a multicultural environment
- Participated in projects for clients such as Hilton, Hertz, and Barclays

EDUCATION

University of Calgary

2008 - 2012

B.S. in Civil Engineering with Energy and Environment specialization

- GPA: 3.6 / 4.0

SKILLS

- UI design with Sketch, Photoshop, and Illustrator
- Interaction design with After Effects, FramerJS, and Quartz Composer
- Fluent with HTML, CSS, and CoffeeScript
- Strong interests and some skills with hand lettering

STRENGTHS

- Experience in working with the China Growth team at Uber, Chinese startups and customers
- Experience in designing cross-platform products
- Fluent in English and Mandarin