

XUEJIAO(JOSIE) LIU

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PROTFOLIO

<http://www.xuejiaol.com>
(pin: woobo2018)

EDUCATION

Carnegie Mellon University

Master of Integrated Innovation for
Products and Services
Dec. 2017
GPA: 3.9

University of Minnesota Twin Cities

Bachelor of Arts, Economics
May. 2015
GPA: 3.5

SKILLS

Design Tools

Sketch	Principle
Balsamiq	Invision
Indesign	Axure
Illustrator	Adobe XD
Photoshop	SketchUp

Design Methods

User research	Sketching
Journey mapping	Wireframing
Persona & Scenario	Storyboarding
Service Blueprinting	Prototyping
Data Visualization	Usability test

Programming

HTML
CSS

Language

English
Chinese

EXPERIENCE

MAR 2018 : **Woobo Inc** | Cambridge, MA
PRESENT : **UX/UI Designer**

Designed a web-based internal tool to help the team create and manage content. Updated and enhanced the UI after the tool was launched.

Redesigned the Human-Robot interface of Woobo v1.5 and prototyped new features to help educate and engage children.

Participated in research to define user's needs. Conferred with engineering & marketing teams to establish and evaluate design concepts for Woobo v1.5.

Performed QA testing for IoT products and assessed results to determine the route of launch. Enhanced related mobile app UI based on testing results.

Created UI patterns, game graphics, and promotional material. Collaborated with content team and developers across offices globally to deliver projects.

FEB 2018 : **CollegePrep Inc** | Remote
DEC 2018 : **UX/UI Designer**

Translated design concepts into user flows, journey maps, and wireframes. Worked with developers to build an educational platform from the ground up.

JUN 2017 : **Alibaba Group** | Hangzhou (Headquarter), China
AUG 2017 : **Interaction Design Intern**

Designed a B2B data visualization tool to help the marketing operations filter qualified products for marketing campaigns to exceed business objectives.

Conducted competitive analysis and provided insights to enhance the e-commerce platform experience.

Successfully communicated and got approval for design concepts from key stakeholders ranging from the marketing team to the executive management.

JUN 2013 : **Taobao Marketplace** | Jinan, China
AUG 2016 : **Freelance Designer**

Designed and managed an e-commerce website and online store on Taobao. Conducted user and market research to create targeted sales strategies.

Delivered UI mockups and graphic designs for clients.

AUG 2015 : **Footsteps Movement**
APR 2016 : **Marketing Assistant & Program Facilitator**

Produced posters and content for social media campaigns to promote events and build brand visibility.

Developed and implemented strategies to best connect with potential partners on an ongoing basis.

AWARDS

Best of BabyTech Awards: Winner

Woobo v1.5, 2019