[PRODUCT DESIGNER]

YIZHUO LIU

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[EXPERIENCE]

Senior Product Designer, June 2023—Present
NewsBreak. Particle Media. Inc

Working iteratively and collaboratively with product, design, research and engineering partners to solve problems and create useful, usable and delightful local news app features. Bringing a user-centered perspective to conversations in order to add value to the product via a design lens. Create high-fidelity designs with strong visual design skills. Ensuring a cohesive and consistent design language across all touch points. Contributing to NewsBreak's design system in order to improve the craft, scalability, and accessibility of the product.

Digital Experience Designer, July 2021—May 2023
Robotic&Digital Solution, Johnson&Johnson

Being responsible for building and maintaining the entire Design system. Effectively translate concepts, ideas, and visual exploration into user flows, iterate through UX wireframes, prototypes, and work closely with SW developers on implementing pixel perfect UI assets. Collaborate with internal and external designers, clinical engineers, human factor engineers, and business stakeholders to design a best robotic surgical experiences.

UX Visual Designer, July 2017—July 2021
Lucid Motors, USA

Comprised of research, design, and asset delivery for in-car UI systems as well as completing UX strategy for both in-car systems as well as digital ecosystems around the car. Managing toolkit and icon system. Working close with developers and product managers for implementation. Collaborating with brand team on delivering website design and prints.

[EDUCATION]

Academy of Art University, San Francisco
MA School of Graphic Design and Digital Media
September 2014—May 2017

Changsha University of Science & Technology, Changsha
BFA Graphic Design
September 2010—June 2014

[SKILLS&SOFTWARE]

Visual design; Product thinking; UIUX; Interaction design; Usability testing; Prototype; Sketching; Web design; Brand Identity.

Figma; Adobe Creative Cloud; SKetch; Principle