LIANG ZHAO

Creating delightful experience to fulfill users' dreams

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EXPERIENCE

Feb 2017 — Current

Insperity
UX Designer, Marketing Department + Technology Department

- Led stakeholder interview, user research, and data analysis to identify user problems related to SaaS application
- Created interactive prototypes to share project vision, demonstrate UX design principles, and drive design decisions
- Improved site-wide user experience by analyzing customer behavior data and monitoring user tests across all digital conversion funnels
- Increased top-of-funnel conversion by 253% by optimizing the user experience of company blog and resource center web pages

Aug 2016 — Jan 2017

Siemens PLM Software
UX Designer, Active Workspace Pattern Library Team

- Led an Agile team to create a pattern library to increase design and development efficiency
- Built and demonstrated high-fidelity Axure prototypes that successfully gained buy-in from executives and three external development teams
- Created, tested, and validated information architecture of the library to efficiently communicate with designers and developers
- Improved Active Workspace performance by conducting user testing and proposing UX recommendations to executives

Aug 2014 — May 2016

Purdue University
Project Manager & UX Designer, DIA2 - Infoviz Website Design

- Organized and balanced requirements, roles, and responsibilities to ensure work was performed in accordance with schedules
- Synthesized user insights into feasible design decisions
- Created sketches, wireframes, mockups and design documentation with detailed descriptions of interactions and workflows
- Assisted in coding promotional website using HTML, CSS and jQuery

Aug 2015 — Feb 2016

ZLX Inc.
Co-founder & UI/UX Designer, ZLX - iOS Application Design

- Defined project goals and key features to help drive product strategy
- Created app flows, wireframes, and high-fidelity prototypes
- Produced 10 screen design, redlines, and required artifacts

EDUCATION

Sep 2014 — May 2016

Master of Science in Computer Graphics Technology
Purdue University, West Lafayette, IN
Focus Area: User Experience Design, Data Visualization

Sep 2008 — May 2012

Bachelor of Engineering in Urban Design
Wuhan University, Hubei, China
Focus Area: Industrial Design

SKILLS

UX Design Skills

User-Centered Design
Interviews & Surveys
Information Architecture
Journey Mapping
Storyboarding
Persona & Scenarios
Wireframes & Prototypes
Usability Testing
A/B Testing
Agile Development
Heuristic Evaluation

Tools

HTML5 / CSS3
Adobe Creative Suite
Sketch
InVision
Zeplin
Axure

Language

English
Cantonese
Mandarin

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Hi there! I'm Liang, a passionate UX designer. I am eager to join a design team where I can delve into my enthusiasm for technologies, science, and art.
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