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Frederic (Yizhou) Liu, a product designer based in Cupertino, CA.

EXPERIENCE

Product Designer, Yahoo! Sunnyvale, CA / 2020-now

- Working at Yahoo Finance team for now as a product designer II, mainly responsible for the overall native app experience including iOS, Android and iPad OS
- Drive the product monetization with Yahoo Finance Plus, the subscription service by enhancing the key features, user journeys, data visualizations, etc. in collaboration with cross-functional teams
- Worked at Central Tech & Yahoo Membership team as a product designer, mainly focused on all account-related experiences as well as an internal cloud tracking tool called Cosmo
- Increased user engagement and satisfactory rate by creating a meaningful, accessible and comprehensive design language for the membership product across Yahoo brand spectrums (Yahoo, AOL, TechCrunch, etc)

UX Design Intern, Google Los Angeles, CA / 2019

- Worked in Google Ads Planning team
- Completed 2 end-to-end design projects for Google Insights Finder by delivering critical user journeys, personas, concepts, wireframes, prototypes, testing reports, design specs and other key artifacts
- Collaborated closely with PM, business owners, engineers through research, design and testing to navigate through the ambiguity and complexity of enterprise projects

AI Product Design Intern, Yitu Tech Shanghai, China / 2018

- Created new features and refined info architectures for AI products across multiple platforms, contributed to the internal design system

Interaction Design Intern, China Mobile Suzhou, China / 2017

- Conducted user research, crafted visual and motion design on 3 products, facilitate engineers to implement with rapid iterations

SKILLS

UX Protocols

Survey / Interview / Contextual inquiry / Card sorting / Usability Test / Persona / Empathy Map / User Journey Map / Affinity Map / JTBD / Storytelling / Info Visualization / Data Analytics

Design Tools

Pen & Paper / Figma / Sketch / InVision / Adobe Creative Suite / Principle / Framer / Rhino / Solidworks / Keyshot

Prototyping Tools

Unity / Html / CSS3 / JavaScript (D3, JQuery) / Processing / Arduino

EDUCATION

M.S. Human-Computer Interaction Atlanta, GA / 2020
Georgia Institute of Technology

B.S. Industrial Design Shanghai, China / 2018
Shanghai Jiao Tong University