

Yahan (Tiffanie) Liang

Product Designer

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EXPERIENCE

EPAY World LLC

User Experience Designer

April 2022 - June 2022

- Improved the company website visit volume by 45% by redesigning the website to adapt to the company image and incorporating an approachable aesthetic through 3+ rounds of sketching, wireframing, and prototyping.
- Attracted more potential customers through upgrading to a more novel branding and creating an expandable design system that aligns with the new brand guide.
- Collaborated with the product manager and the front-end engineering team using the agile development framework to ensure quality delivery.

Sales Marketing Executive Assistant

April 2020 - April 2022

- Promoted as a liaison between the Sales and Marketing Department to ensure the workflow and communication were delivered timely.
- Completed detailed performance reports by analyzing the performance of marketing efforts and business growth and presented the key findings to team members.
- Increased lead generation by 35% in 6 months by coordinating various social events and assisting in gathering marketing materials.

PROJECTS

Jiagoon Mobile App

May 2022 - June 2022

- Initiated a project to help college students stay committed to their personal goals with accountability partners from the same school.
- Designed a habit tracker user flow with 98% NPS for an app using Figma through 5+ rounds of user testing, sketching, wireframing, and prototyping.
- Managed design phases using the waterfall development framework to assure quality delivery.

Forwear Mobile App

January 2022 - February 2022

- Define a design concept that assists users to plan out perfect outfits based on the weather forecast.
- Synthesizes user insights into feasible design decisions after determining project goal and key features.
- Resulted in 80% CES from planning user research, creating personas, and prototypes with visual designs, and conducting 5+ rounds of user tests.

ABOUT ME

A Product Designer focusing on fulfilling user-centered needs with user-centered solutions.

Utilizing a background in marketing and graphic design through transferable skills such as empathy, communication, critical thinking in order to create impactful finished products.

SKILLS

Technical: Figma, Adobe XD, Photoshop, Adobe Illustrator

Design: Information Architecture, User Research, Wireframing, Usability Testing, Prototyping, Presentation, Design System, Responsive Web, Inclusive Design

EDUCATION

Google UX Design Specialization Certificate,

New York, NY

September 2021 - March 2022

Fashion Institute of Technology,

A.A.S-Fashion Business Management
New York, NY

September 2017 - June 2019

Feng Chia University,

B.A.- International Business
Taichung, Taiwan

September 2014 - June 2017