

# Xinyu Liu

UX DESIGNER • UX RESEARCHER

+1(401)935-0993 xyliu115@gmail.com www.xinyuliu.com

## Specialities:

- Apply behavioral economics and behavioral science in products and services. Leverage behavior design and behavior change techniques to help people do what they want to do.
- Understand how/when to use research methodologies to answer product questions: survey, in-depth interview, contextual inquiry, co-design, focus group, diary studies, card sorting, usability testing, A/B testing, etc.
- Experienced with service experience design and multi-device system design.
- Strong range of skills in product design, industrial design, visual design, information design, etc.

## EMPLOYMENT:

December, 2015-present

### **Product Design Lead, Teva Pharmaceuticals, Cambridge, Massachusetts, US**

- Work closely with stakeholders to identify, conceptualize, and design solutions to unmet needs and wants based on user research, product targeted outcomes, and business objectives.
- Collaborate closely with R&D and research team in planning and conducting user research (ethnographic, in-depth interviews, co-creation, and contextual inquiries) to develop and revise personas, mental model diagrams, user needs analysis, behavior change interventions, user stories, and product requirements before, during, and after product releases. Plan and lead design sprints.
- Work with subject-matter experts to understand and apply clinical workflows, guidelines into products.
- Work closely with content strategists and brand team to define and apply consistent language throughout multi-device system: content, voice and tone, and visual language.
- Collaborate closely with developers to transite and iterate designs in working products that used by users from different areas in the world, including applications, websites, dashboards, accessories, and wearable devices, etc.
- Deliver requirements and design principles to designers to execute on. Work closely with them to define and refine fluid end-to-end experiences. Consider numerous edge cases that original requirements didn't account for.

September, 2014-July, 2015

### **Software Designer, Involution Studios, Great Boston Area, Massachusetts, US**

- Conduct first-hand and second-hand user research to design various applications to meet different user segmentation's need. Craft delight, useful, usable interfaces that transform complex requirements into a simple fluid user experience.
- Design pixel-perfect mockups and working prototypes, work with creative director, designers and engineers to concept new, awesome ideas for websites and applications.
- Create compelling interactive charts, graphics, maps and other types of visuals for healthcare research(e.g. Ebola Infographics), help drive traffic increase dramatically to company's website.
- Design service architectures. Create fully interactive, working prototypes (HTML, CSS, Javascript) for exploration and testing for products.

August, 2013-December, 2013

### **Future Experience Researcher, Samsung, South Korea and US Research "Future Technology and Living Space".**

- Use storyboards to explore meaningful emergent social behaviors, exchanges, experiences, and spaces.
- Participate in group discussions with Samsung lead designers and engineers focused on needs and behaviors that arise in future living space.
- Plan and host an exhibition about future life and technologies at Samsung headquarter in 2013 December, Seoul.
- Work in a team environment: survey designs, behavior analysis, mind mapping, rapid prototyping, storyboarding, filming, video editing, and planning, etc.

# Xinyu Liu

UX DESIGNER • UX RESEARCHER

+1(401)935-0993 xyliu115@gmail.com www.xinyuliu.com

## EDUCATION:

September, 2012-June, 2014

### **Master of Fine Arts, Digital + Media**

Rhode Island School of Design(RISD), Providence, Rhode Island, US

June, 2010-August, 2010

### **Social Psychology, "Peace and Conflict Studies"**

Exchange student, University of California at Berkeley, Berkeley, California, US

September, 2008-June, 2012

### **Bachelor of Arts, Industrial Design**

Beijing Institute of Technology, Beijing, China

## EXPERIENCE:

May, 2014

### **2014 RISD Grad Thesis Show, Rhode Island Convention Center, Providence, Rhode Island, US**

The work "Molding Life" was selected.

The work "Molding Life" is exhibited at Gallery Z, Providence, Rhode Island, US

November, 2013-December, 2013

### **Digital Media Biennial Exhibition, Providence, Rhode Island, US**

The work "Touch Experience" was selected for Sol Koffler Graduate Student Gallery, RISD

December, 2013

### **RISD Exhibition at Samsung, South Korea**

Managed schedule, ordered prints, re-arranged printed works, purchased required tools and materials.

Provided guide lines for table layouts, made pamphlets and presented our works to audiences.

## HONORS AND AWARDS:

2014

### **The 2014 Award of Excellence**

Rhode Island School of Design

2014

### **Nomination for The Toby Devan Lewis Fellowship**

Rhode Island School of Design

2012-2014

### **Digital + Media Department Fellowship & Assistantship**

Digital + Media Department, Rhode Island School of Design

2008-2012

### **First Class Scholarship**

Art and Design Department, Beijing Institute of Technology

2011

### **The Second Prize**

The 2th BrotherWin Kubuqi Dessert Crossing International Creative Design Competition, China

On behalf of Beijing Institute of Technology

2010-2011

### **Aorun Shunda Scholarship**

Beijing Institute of Technology, Beijing, China