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www.designyux.com

ABOUT ME

With over 7 years of experience in the tech industry, including IoT, gaming, VR/AR, consultancy, and GovTech, I excel in designing for web, mobile apps, and Design Systems. My academic background in empirical and scientific methods deeply informs my user-centric approach. Committed to innovative problem-solving, I ensure successful project outcomes and cultivate a collaborative work environment.

EDUCATION

University College London

MSc in Social and Cultural Anthropology
2013 - 2014

National Chengchi University

BS in Psychology
2009 - 2013

SKILLS

Wireframing, Prototyping, Information Architecture, Figma, User research, Usability Test, Design Strategy, Communication, Leadership, Stakeholder Management, Developing Cultures & Others, Presentation

Yuan Liao

Specialist in User Experience, UI Design, Product Design & User Research

EXPERIENCE

PUBLIC

Jan. 2022 - Sept. 2023

Senior UX Designer

- Delivered multiple client projects for UK government and EU entities to drive digital transformation, applying GDS framework.
- Led design system initiatives and advocated for user-centred practices in balancing clients' requirements for optimal outcomes.
- Proactively drove design development and offered guidance to enhance the company's proficiency in digital product delivery.

Gravity Sketch

Aug. 2021 - Dec. 2021

UX Researcher

- Developed 3D design tools enabling designers to ideate and create seamlessly across VR headsets, tablets, and websites.
- Employed diverse research methods to diagnose issues, validate assumptions, and translate insights into feature priorities.
- Engaged intimately with the user bases of Nike, Adidas, and Ford, shaping customised and seamless product experiences.

Gamesys

Aug. 2018 - June 2021

UX Designer

- Collaborated extensively with cross-functional teams to optimise the gaming experiences, website and mobile app functionalities.
- Transformed requirements into intuitive design. Ran user research to align with business objectives, and inform decision-making.
- Worked on design system to build cohesive reusable component library and elevate the design maturity within the organisation.

Promise Technology

Dec. 2016 - Mar. 2018

UX/UI Designer

- Led product design and user research for the private cloud storage platforms across iOS, Android, macOS, and Windows apps.
- Collaborated with cross-functional developers, stakeholders and client, Apple, to identify tech constraints and shape design scope.