

XUEJIAO(JOSIE) LIU

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EDUCATION

Carnegie Mellon University

Master of Integrated Innovation for
Products and Services
Dec. 2017
GPA: 3.9

University of Minnesota Twin Cities

Bachelor of Arts, Economics
May. 2015
GPA: 3.5

SKILLS

Design Tools

Sketch	Principle
Balsamiq	Invision
Indesign	Axure
Illustrator	Adobe XD
Photoshop	SketchUp

Design Methods

User research	Sketching
Journey mapping	Wireframing
Persona & Scenario	Storyboarding
Service Blueprinting	Prototyping
Data Visualization	Usability test

Programming

HTML
CSS

Language

English
Chinese

EXPERIENCE

JUN 2017
AUG 2017

Alibaba Group | Hangzhou (Headquarter), China Interaction Design Intern

Redesigned the experience of Taobao App which increased its traffic, conversion, and click-through rates.

Independently designed and completed a new internal B2B web - based system through research, wireframe, prototype, and testing.

Integrated filters with data visualization tools to optimize searching process which helped the marketing operations achieve high quality merchandise search results from more than 70,000 branded suppliers on Tmall - Asia's largest B2C platform.

Communicated design concepts to a wide variety of key stakeholders from the marketing team to executive managements and made the project succeed. The system was shipped in August, which has been widely used by 10+ partners.

JUN 2013
AUG 2016

Taobao Marketplace | Jinan, China Visual Designer

Designed and managed an e-commerce website and online store as a freelance designer on Taobao platform.

Conducted user analysis to understand customers and created targeted sales strategies. Sourced and sold over 1,000 uniquely designed postcard sets with emphasis on targeting the student market in 3 months.

AUG 2015
APR 2016

Footsteps Movement | Minneapolis, MN Marketing Assistant & Program Facilitator

Produced posters and content for social media campaigns to promote events and build brand visibility. Developed and implemented strategies to best connect with potential partners on an ongoing basis.

SELECTED PROJECTS

NOV 2017
DEC 2017

SwapDrop | Pittsburgh, PA Responsive Web Design

Led responsive and interactive web design for the peer economy which focused on furniture exchange that both end users (customers and service providers) could use on various devices responsively.

OCT 2017
DEC 2017

Financial Feud for PNC Bank | Pittsburgh, PA Mobile App Design

Drafted and launched 2 surveys to reach out to 97 users and collect quantitative information to assess thoughts about financial behaviors.

Designed an application that provided families with weekly financial tasks. Prototyped and tested the product with local teens and PNC staff.

JAN 2017
MAY 2017

Carnegie Mellon University Summit | Pittsburgh, PA Visual Design

Designed marketing collateral and content for the 6th CMU Summit where 60 speakers and 1000+ participants registered. Produced materials supporting the Mobile Health panel and HCI panel.