

# Ariel Skye Liu

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I'm a certified Product Designer & Design Mentor with 7+ years of cross-industry experience. My versatile skills drive innovative, user-friendly designs that simplify complex workflows and push creative boundaries.

## EXPERIENCE

### **Product UI/UX Designer, Semios**

**May 2018 - Present**

- Led cross-functional teams, defining growth-focused design strategies and expanding the team. Integrated the platform with three cross-cloud agricultural partners, launching three new products in three months with a 12% engagement increase in the first month.
- Proven track record of leading design projects across the entire product lifecycle and multiple product launches.
- Worked on project planning, user research, gathering user requirements, interaction design, prototyping, and design validation for B2B, customer-facing products, and internal tools across SaaS, web applications, and mobile platforms.
- Inventor and designer of two design patents that have transformed data visualization in AgTech.
- Formulated design strategies, roadmaps, and project planning.
- Develop UI design language, style guide, and component library to enhance collaboration.

### **Product Design Mentor, Designlab**

**Aug 2022 - Present**

- Mentored and improved the fundamental design skills of emerging designers.
- Provided tailored coaching to experienced designers, enhancing their design abilities to align with individual career goals.

### **Product Designer, Casetext**

**Jul 2017 - Feb 2018**

- Work on enhancing the accessibility and usability of the SaaS-based AI legal-document search engine, improving lawyer efficiency.
- Created a style guide to maintain product consistency.
- Collaborated cross-functionally with user researchers, product managers, and software engineers in an agile environment to integrate two databases to optimize access to critical legal information and drive a 35% increase in user activity within the first month.

### **Co-Founder & Designer, LAVEDA Wellness**

**May 2016 - Jun 2017**

- Directed the end-to-end development process with a business partner, involving project planning, market and user research, wireframing, UI design, and usability testing across e-commerce, web, and mobile platforms.
- Formulated and executed effective, intuitive customer engagement strategies, resulting in a 30% decrease in bounce rate and a 20% increase in session duration.
- Led the design of a unified brand identity, incorporating logo design, colour scheme, and typography choices, resulting in increased brand recognition.

## ACHIEVEMENTS

- **ADPList Top 100 Design Mentors.** 2023
- **Two Design Patents**, inventor and designer of two design patents, transforming data visualization in AgTech. 2022
- Recognized by Designlab for excellence and invited as a mentor for aspiring and seasoned designers. 2022

## SKILLS

Mentoring / Coaching, Interaction Design, Prototyping, User Research, Product Strategy, Stakeholder Management, Wireframing, Usability Testing, Heuristic Evaluation, Visual Design, Journey Mapping, Responsive Web Design, SaaS, Mobile Design, Figma, FigJam, Sketch, Notion, Jira, Basic HTML / CSS, Unity, Miro, User Experience, User Centricity, Leadership Development, Effective Communicator, Articulated Presenter

## CERTIFICATES

- Interaction Design & Prototyping in XR (AR, VR, MR) / CIRCUIT STREAM, 2023
- Design for Business Impact / DESIGNER FUND, 2020
- Foundation HTML, CSS + Javascript / SuperHI, 2018
- Product UX & UI Design Certification / Designlab, 2017