

JENNY LIU

UX DESIGNER

EXPERIENCE

LEAD PRODUCT DESIGNER | ChefHero | 2019 – PRESENT

Lead design within company; create and drive design process within existing team. Target business challenges with UX and design solutions; own strategic initiatives with product team from concept exploration to implementation. Create user flows, wireframes, prototypes, visual designs; collaborate with engineering and QA team to enforce design quality. Nurture relationships with stakeholders and facilitate user testing sessions with clients.

SENIOR UX DESIGNER | Red Flag Deals, Yellow Pages | 2016 – 2019

Lead design within company; introduce collaborative design process into product and engineering team. Recruit, hire, and mentor intermediate designers.

Oversee product design and collaborate with product, development, and QA team. Redesign of www. and apps; audit existing IA, UX/UI; design iOS and Android app from concept to launch; create design deliverables (sitemaps, userflows, wireframes, mockups)

UX/UI LEAD DESIGNER | BMO Bank of Montreal | 2013 – 2016

Lead UX, UI design, and brand standards within creative team ; develop BMO digital style guide. Manage team in brainstorming design sessions for UX/UI solutions.

Create end-to-end designs from sketching, wireframing, to completed visual design mocks. Collaborate with product owners, analysts to plan various segments across digital marketing properties with A/B Testing and Adobe Target.

UX/UI DESIGNER & DEVELOPER | BMO Bank of Montreal | 2011 – 2013

Design and develop responsive desktop and mobile websites and promotional campaigns. Introduce web accessibility to the development team by integrating the WCAG 2.0 AA/AAA standards.

UI DESIGNER & DEVELOPER | University of Toronto | 2010 – 2011

Design and build website and promotional materials for University of Toronto to promote arts and events within the Humanities Faculty.

EDUCATION

USER EXPERIENCE DESIGN | Bitmaker Labs | 2015

UX research • Information architecture • Usability testing • Interactive prototyping • Web & mobile application design

DIGITAL MEDIA CERTIFICATION | OCAD University | 2013 – 2014

Web design • Graphic design • Print design • Typography

NEW MEDIA STUDIES | Centennial College | 2009 – 2010

Technical practice-based education and industry experience in multimedia design for web and mobile applications.

HONOURS BACHELOR OF ARTS | University of Toronto | 2005 – 2011

Major in New Media Studies • Major in Studio Visual Arts



*It is a geeky **passion** of mine for all things design – it makes me ecstatic to come across user journeys that are **intuitive** and well thought out. I believe in web experiences that are **simple** and delightful to use.*

EXPERTISE

- Design leadership
- Design process
- Product strategy
- UX/UI
- iOS, Android, Responsive web
- HTML/CSS
- Content strategy

CONTACT

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