



Janet Liu

Product Designer

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Leadership

Children's Media Association

Jan 2023 - present | Remote

Design key pages and responsive layout on website and maintain website design system.

Hasso Plattner Institute of Design

Apr 2023 - Jun 2023 | Stanford, CA

Launched the very first Learning Experience Design System Reference Guide, helping 100+ instructors visualize their courses.

Stanford Women in Design

Sep 2022 - Jun 2023 | Stanford, CA

Designed UX curricula and taught weekly workshops for 50+ students.

Skills & Tools

Skills: User Interview, Competitor Analysis, Survey Design, User Persona, Journey Map, Storyboarding, Wireframing, Prototyping, Usability Testing, Graphic Design

Tools: Figma, Adobe Creative Suite (Ai, Ps, Id, Pr), Miro, Notion, Asana, Jira, HTML/CSS

Education

Stanford University

Sep 2022 - Dec 2023

MS in Learning Design & Technology
GPA 4.00/4.00

Courses: Accessibility Design, Design of Data, Technology for Learners

Vanderbilt University

Aug 2018 - May 2022

BS in Cognitive Studies, Psychology (Honors Program) GPA 3.99/4.00

Courses: Human Computer Interaction, Design Thinking

Experience

UX Design Consultant | Wondergrade, LLC

Jun 2023 - Sep 2023 | Portland, OR (Remote) | Social-emotional learning app

- Independently conducted user research and analyzed quantitative and qualitative data (330+ parents' survey responses) to understand user needs and pain points on the original app, and proposed 3 redesign solutions.
- Developed redesign strategies and product roadmap, and introduced new features such as coloring games and a reward system through wireframes, mockups, and prototypes to increase user retention and engagement.
- Collaborated with a UX researcher to create testing plans, recruited and conducted user testing with 10 families, and launched Wondergrade's redesigned app on the App Store, receiving a 4.6 stars rating.

Product Designer | O Dinos (Capstone project)

Sep 2022 - Jul 2023 | Stanford, CA | Interactive storybook series for children

- Co-led 20+ parent interviews, 2 home visits, 3 expert interviews, and designed surveys to understand parents' concerns on preschool learning.
- Designed a dinosaur-themed pro-social storybook series with GenAI, Procreate, and Adobe Indesign, and delivered them to 30+ parents.
- Designed wireframes and high-fi prototypes for a web companion app and collaborated with a developer to launch it.

UX Design Intern | PeerTeach

Jan 2023 - Mar 2023 | Stanford, CA | Data-driven maths-learning platform

- Conducted user testing with middle school students for design iterations on 2 new features: community forum and impact visualization.
- Managed design system and redesigned a progress visualization feature, increasing students' math proficiency by 27%.

Game Designer Intern | Toyz Electronics, LLC

May 2022 - Aug 2022 | Pittsburgh, PA (Remote) | DEI educational app

- Designed user flow, game UI (user profile, navigation system, menu), 3D model assets, new company logo, website redesign, and illustrations.
- Designed 4 new game scenes and led a cross-functional team of 4 designer interns and 3 developer interns to launch them, helping Toyz Electronics reach UpPrize 2022 semifinalist and coverage in CBN News.

UX Design Intern | Brain Science and Brain-Inspired Technology Center

May 2021 - Aug 2021 | Shanghai, China | AI-empowered healthcare app

- Partnered with a product manager to conduct market analysis and led end-to-end design of an AI-based psychology counseling app.
- Designed wireframes, 20+ page mock ups, high-fi prototypes, and created 3 sets of screening and on-boarding questionnaires for users.