

SIYU LIU

UX Designer

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🌐 <https://siyuliuportfolio.com/>

EDUCATION

University of Washington

Expected Aug 2027

M.S. Human-Computer Interaction + Design | Admissions Ambassador

Parsons School of Design, The New School

2022 - 2026

B.F.A. Design and Technology, GPA 3.99 | Thesis Committee Lead & Resident Assistant

WORK EXPERIENCE

UX Designer

Aug 2025 - May 2026

Aphrodite Brands Group

New York, NY

- Redesigned e-commerce IA and product discovery through user research and usability testing, reducing task completion time by 20%.
- Optimized checkout and post-purchase flows and created scalable design system components, increasing repeat purchases by 32%.
- Partnered with PMs to rapidly prototype and ship an SEO-focused blog, using A/B testing and analytics to drive an 18% increase in retention.
- Designed a B2B platform that unified wholesale ordering, inventory, factory coordination, and co-branding into a streamlined multi-stakeholder workflow.

UX Design Intern

May 2024 - Aug 2024

BNU Corporation

New York, NY

- Improved responsive layouts across devices to address usability issues, reducing layout errors by 40%.
- Collaborated with engineers to implement scalable multilingual navigation, reducing menu complexity by 50% and improving discoverability across U.S. and Asian markets.
- Crafted landing page motion graphics and presented design tradeoffs to stakeholders, iterating based on feedback and launch priorities.

Creative Instructor

Jun 2024 - Aug 2025

iD Tech Camps

New York, NY

- Guided 80+ students through digital media and visual design projects from ideation to delivery.

SELECTED PROJECT

UX Designer & Developer

0-to-1 AI Consumer Product | Personalized Hairstyle Web App

- Designed a photo-free and inclusive hairstyling tool by identifying gender, race, and age representation gaps across existing AI styling platforms.
- Built a functional web app with HTML/CSS/JavaScript and OpenAI API, expanding prompt attributes and refining AI outputs to better represent diverse users.
- Tested with 18+ users and iterated prompts, interface defaults, and mobile interactions using Claude Code.

SKILLS

- **UX/UI:** Prototyping, User Research, Usability Testing, Design Systems, Analytics, Visual Design
- **Tools:** Figma, HTML/CSS/JavaScript, Adobe Creative Cloud, Claude Code
- **Certification:** INSIDE LVMH Certificate (Product Strategy · Customer Behavior)
- **Languages:** Mandarin (Native), Japanese (Advanced, JLPT N2), French (Beginner)