

Jitian Liao

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I'm a product designer filling the gap between technology and people

EXPERIENCE

Laxis UX Designer Feb 2024 - Apr 2024

AI meeting assistant, SaaS

- Designing the home page of the mobile view of the web application, which are ~50% of the traffic
- Creating the tutorial for the mobile application
- Establishing the fundamental **design system** from scratch, including design tokens, components and variables

Literacy Design Collaborative Design Lead Jan 2023 - Aug 2023

Capstone project with an Ed-tech NPO providing authentic writing assignments for K-12 class in 940 school districts in US

- Led the end-to-end design process for a writing assignments scoring system within an agile environment
- Prioritized users' needs by conducting interviews, contextual inquiries, surveys, card sorting, co-design sessions and preference testing
- Achieved **95%+ satisfaction rate** and **90%+ completion rate** by conducting usability testings, **saving ~50%** scoring time for teachers
- Delivered a fully interactive clickable prototype to the clients with positive feedback, enabling them to effectively showcase in grant applications

Mathzoos UX Designer Mar 2023 – Jul 2023

Math online learning platform for K-12 students

- Designed and launched the reward system of parents dashboard of the **0-to-1** online math learning platform as one of the **founding designers**, resulting in **42% increased** in registration
- Contextualized **responsive design** for key main screens, such as student dashboard, history and resources, ensuring a consistent user experience within various devices

Yirental UX Designer Mar 2021 - Jun 2021

Contractor with an app for tenant, homeowners, and property managers to find rental accommodations, 200k+users

- Simplified the user process through prototyping quote, connection, and review features, made connecting homeowners and property managers **~40% faster**
- Conducted secondary research and primary research, including semi-structured interviews with both homeowners and property managers to understand their needs and current market
- Crafted the user-centered experience for a new user group, ensuring seamless integration and user fluency comparable to the existing application

Greenphyto Pte Ltd UIUX Designer Jan 2021 - Mar 2021

Contractor with an agri-tech platform for sustainable food supplies farming management

- Established the **design systems**, encompassing colors, icons, buttons, typography, logo, cards, and shadows for the farming management system
- Redesigned key screens with enhanced visuals, such as environment and equipment status, as well as growth parameter, to support farmers in effectively managing their plants
- Conducted user research with farmers and various stakeholders to understand their needs and collaborated with cross functional team

EDUCATION

Carnegie Mellon University

Human-Computer Interaction Institution

Master of Educational Technology and Applied Learning Science (Merit Scholarship)

Aug 2022 – Dec 2023 | Pittsburgh, PA

Purdue University

Bachelor in Landscape Architecture with Distinction

Aug 2019 - May 2022 | West Lafayette, IN

SKILLS

Methods

Structured Interviews	Survey
Contextual Inquiry	Wireframe
Usability Testing	A-B Testing
Preference Testing	Mood Board
Competitive Analysis	Persona
User Journey Map	Storyboards
Information Architecture	Card Sorting
Participatory Design	Affinity Diagram

Tools & Technologies

Figma	Sketch	H5P
Adobe XD	MS Office	SPSS
Adobe Photoshop	VoiceFlow	Rhino
Adobe Illustrator	Tableau	Lumion
Adobe Indesign	AutoCAD	GIS
Adobe Premier	SketchUp	

Other Skills

JavaScript	CSS	HTML
Java	Bootstrap	Python