

Xinxin Liu  
(Cynthia)

UX Designer · Legally working in the UK

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Portfolio: <https://cynthialiux.com>

EDUCATION

- Google Foundations of User Experience (UX) Design**  
NOV 2023 - May 2024
- Master of Psychology**  
University of Glasgow  
Degree: 2:2 MERIT  
Sep 2021 – Dec 2022
- Bachelor of Industrial Design**  
Nanhua University(NHU)  
Degree: 3.35/4.0  
Sep 2011 – Jul 2015

About

Talented UX Designer with a history of crafting intuitive and engaging user experiences across web and mobile applications. Collaborative and detail-oriented, I excel in cross-functional environments, working closely with product managers and developers to drive projects from concept to launch. Proficient in generating wireframes, prototypes, and mockups to communicate design ideas effectively. With a commitment to staying abreast of emerging trends and technologies, I foster innovation and user-centricity, consistently delivering results that align with business objectives. Notable achievements include increasing user activation by 4% and reducing bounce rate by 7%, as well as garnering recognition from industry leaders like Huawei for top-tier designs. With a solid foundation in psychology and industrial design, I bring a unique blend of creativity and precision to every project, striving to create inclusive and impactful experiences for users.

Skills

- Proficient in
- User research
  - Wireframing
  - Prototyping
  - Presentation
  - Usability Studies

EXPERIENCE

- UX Designer** | Nov 2020 – Jun 2021 China  
**@ EVERGRANDE GROUP**
  - Built and led the team of 6 members to propose a user experience upgrade for projects.
  - Collaborated closely with product managers and developers to craft intuitive user experiences for both web and mobile apps, prioritising seamless and engaging interactions.
  - Generated wireframes, prototypes, and mockups to effectively communicate design concepts, completed 15+ UX design Principles and 5+ concept documents.
  - Trained 3+ team members and led the identification and resolution of interaction issues, ensuring adherence to best UX practices.
  - Shared experiences and emerging trends in the team regularly to maintain awareness of emerging trends in UX design, tools, and technologies.**Key achievement**
  - Evergrande RV Treasure — Solved 20 difficult problems and improved user activation by 4% increase and a 7 % decrease in bounce rate from event tracking.
- Service Designer** | May 2019 – Nov 2020 China  
**@ NEPO Design Agency**
  - Engaged collaboratively with 5+ diverse clients, spanning businesses and startups, to deliver premium design solutions tailored to their specific needs.
  - Led 4+ project, conceptualised and executed a wide array of design initiatives, including ideation, competitive analysis, and usability testing, ensuring alignment with each client's unique objectives.
  - Orchestrated seamless communication and alignment of creative insights with stakeholders, fostering collaborative environments to develop solutions that harmonised user expectations with business goals, emphasising consistency and usability.
  - Implemented rigorous usability testing methodologies to collect user feedback, driving data-informed design decisions and optimising user experiences.**Key achievement**
  - Contributed to the successful completion of at least 8 projects, garnering praise and fostering enduring partnerships with clients.
  - Acknowledged by Huawei for consistently delivering top-tier designs.
  - Achieved a 75% upgrade conversion rate within one month of launching the HUAWEI account, with interaction optimizations enhancing user feedback metrics by 10%.
- UX/UI Designer** | Aug 2015 – May 2019 China  
**@ Shenzhen Jinri Investment Data Technology**
  - Drove user-centric design strategies by conducting comprehensive user research, utilising surveys and interviews to uncover valuable insights into user behaviours and preferences.
  - Fostered cross-functional collaboration to craft seamless application interfaces tailored for iOS and Android platforms, meticulously adhering to platform-specific guidelines to optimise user experiences.

Generated a diverse array of interface designs meticulously tailored to fit UX and product positioning requirements, while upholding consistency with the brand's established style guidelines.