

LIYU HSU

An ambitious designer with a Master's degree and extensive experience in UI/UX and visual design. I thrive in fast-paced environments, consistently meeting tight deadlines while balancing multiple tasks.

Work satisfaction is a top priority for me, and I strive to exceed expectations by deeply understanding client needs, fostering effective communication, and delivering innovative design solutions.

EMPLOYMENT HISTORY

- 2023- **Google**
UI/UX Designer
Improved usability of key UX research tools and enhanced user workflows by designing wireframes and prototypes of solutions in collaboration with the UXR Tooling Team.
- 2021-23 **Leather Company**
Web Designer
Created the company e-commerce websites, designed branding, managed social media, and newsletters for four company brands.
- 2018-20 **Ying Wah Property & Travel**
Visual Designer
Designed and managed two company websites, digital assets, branding materials, daily newsletters, and weekly newspaper adverts.
- 2015-17 **LVMH**
Brand Ambassador
Represented the "Make Up For Ever" brand as part of the creative team and contributed to visual design projects.
- 2010-12 **Seety Magazine**
Lead Designer
Led the creative direction of design, styling, and typesetting in a successful food and culture magazine in Taiwan.

KEY PROJECTS

Google Throughline UI/UX Design

Figma, Adobe Photoshop, Illustrator

- Designed wireframes to fully clickable prototypes, delivering end-to-end solutions.
- Collaborated with stakeholders and developers to ensure technically feasible designs.
- Delivered prototypes that enhanced usability and facilitated user testing and feedback.

Google ProductWise Intro Video Animation Design

Figma, Adobe Premiere Pro, Photoshop, Illustrator

- Created engaging intro videos for the launch event of a key internal AI product, which also supported the onboarding process for new users.

Google UX Research Tooling Marketing Visual Design

Adobe Photoshop, Illustrator, Google Slides

- Designed internal marketing materials that promoted adoption of UX Research Tooling apps.

EDUCATION

2012-13 **Birmingham City University**
MA - Jewellery and Related Products

2005-09 **Chang Gung University (Taiwan)**
BA - Industrial Design with Visual Design