Minkun Liu

I am a Product Designer with years of experience in digital products and passionate about balancing between business goals and user needs.

minkunliu.com
mkliu1013@gmail.com
(1) 508-826-6947
Waltham, MA, US
LinkedIn

Experience

Nov 2020 - Present

Product Designer (UX/UI)
FocusKPI Inc. | Boston, MA
- Contributing to the roll-out strategy and planning for a B2B insight tool for our client - Walmart Media Group.
- Creating every detail of new product features, from ideation to UX to pixel-perfect UI, and presenting to team and client.
- Working with business, data science, and engineering teams to prioritize and integrate my design decisions into development sprints, and advocate for those designs.
- Executing in a fast-paced environment with ambiguity.
- Leading the company and product style design, building and maintaining design systems.

Jul 2020 - Oct 2020 (4mos)

UX/UI Designer
Genieously LLC. | Remote
- Created eCommerce design solutions for the clients in various industries. Produced user flows, wireframes, and lo-fi to hi-fi interfaces for development and user testing.

Apr 2019 - May 2020 (2mos)

Associate UX/UI Designer
Cortex Automation Inc. (TechStars Boston 2020) | Boston, MA
- Contributed to report SaaS web app design, delivered the final MVP for investment in an agile environment.
- Conducted end-to-end design work from product idea and user research to pixel level UI and user testing by close collaboration with stakeholders.

Sep 2018 - May 2020 (1yr 9mos)

UX Designer & Researcher
Worcester Polytechnic Institute | Worcester, MA
- Pibox: Uncovered user needs by conducting user research. Demonstrated the user-centered design. Enhanced satisfaction score from 4.5 to 4.8 by user testing.
- Arouge: Validated research question by lab testing.

Jan 2019 - May 2020 (1yr 5mos)

UX/UI Design Intern
Various Startups and UX Design Projects | Boston, MA
- Series of product design internships, including Cortex, CareerTu x Parisa Wang Collaboration program, and website design and development.

Education

Jan 2017 - May 2020

Master of Science in Innovation with User Experience (HCI)
Master of Science in Marketing and Innovation
Worcester Polytechnic Institute | Worcester, MA

Sep 2012 - June 2016

B.ED in Educational Technology (Media Production and Communication)
Donghua University | Shanghai, China

Skills & Methods

UX Design
Design Thinking
Design System
Sketching
Information Architecture
Wireframing
User Interface Design
Prototyping
Visual Design
Graphic Design
Media Production
Interaction Design
Accessibility Design
Front-end Development

UX Research
Idea Conceptualization
Interview
Focus Group
Card Sorting
Survey
Usability Testing
Diary Study
Data Analysis
Data Visualization

Communication
Storytelling
Presentation
Documentation

Tools

Design
Sketch, Figma, Adobe XD
Illustrator, Photoshop

Prototyping
InVision, Axure, Principle

Video Production
Premiere, After Effects

Front-end Development
HTML, CSS, Bootstrap, JavaScript, d3.js

Data Analysis
SQL, Tableau, R, AutoML (DataRobot)

Languages

English
Chinese