KAIWEN LIU

Product Designer

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EDUCATION

California College of the Arts

MFA in Interaction Design

San Francisco, CA | 2018 - 2021

Missouri State University

BS in Risk Management and Insurance

Springfield, MO | 2014 - 2018

SKILLS

Design

Wireframing
Rapid Prototyping
Design Research
Design Strategy
Storytelling
Usability Testing
Branding
Visual Design
Affinity Diagram
Info Architecture

Software

Adobe Creative Suite
Sketch
Figma
Axure RP

Programming

Processing
Arduino (Java)
HTML/CSS
JQuery

PROJECTS

HomePanda, Co-founder

Feb 2020 - Present | San Francisco, CA

Co-founded a pioneering startup dedicated to revolutionizing rental services for Chinese in North America through cutting-edge AI technology

Successfully catered to over 100,000 users in 11 major US cities

Led information architecture, UX/UI design, cold boot, marketing, and strategic business planning for mobile and web applications

EXPERIENCES

TikTok, Product Designer

Aug 2022 – Present | Shanghai, China

- Spearheaded web-based design of TikTok operating platforms in collaboration with global teams, in charge of creator acquisition / operation, labelling & resource management

- Established multiple products from 0 to 1, and created design system to improve efficiency, with quantifiable improvement represented by user growth of over 110% and 12% increase in NPS

Shopee, Product Designer

Sept 2021 - Aug 2022 | Singapore

- Revamped and localized fintech mobile apps with brands redefined across 8 regional markets

- Received Top Performer Award from the most prominent e-commerce platform in Southeast Asia with 1.5 billion+ downloads

Alibaba Group, Product Designer Intern

July - Sept 2020 | Hangzhou, China

- Led web-based UX redesign of precision advertising system of Tmall Global, the largest cross-border e-commerce platform in China

- Attracted over 500 new advertisers and brought in advertising revenue of more than RMB 7.5 billion since the redesign

Boro, Product Designer Intern

April - June 2020 | Chicago, IL

- Iterated a personalized financial management mobile app for college students

- Innovated feature design of a credit product based on user research and data analysis