KAIWEN LIU

UI/UX Designer

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417-569-9337

EDUCATION

California College of the Arts
MFA in Interaction Design
San Francisco, CA | Sept 2018 - May 2021

Missouri State University
BS in Risk Management and Insurance
Springfield, MO | Sept 2014 - May 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 the startup company, which is committed to providing a convenient and intelligent renting platform for Chinese in North America by leveraging cutting edge AI technology.

Served more than 60,000 users in 11 major cities across the United States.

Led the information architecture, UI/UX design, product marketing and business plan of mobile and web app.

EXPERIENCE

Shopee, *UX/UI Designer*
Sept 2021 - Present | Singaore

- Designed for the biggest Southeast Asia e-commerce platform which has 300 millions+ downloads.
- Focused on the design of financial products to maintain the localization and high-quality experience in 8 countries and markets.

Alibaba Group, *UX/UI Designer Intern*
July - Sept 2020 | Hangzhou, China

- Led the B2B web UX re-design for targeted advertising system of Tmall Global, the largest cross-border e-commerce platform in China.
- Brought in more than 500 new advertisers. Increased advertising revenue to 7.5 billion with the redesign launch.

Boro, *UX/UI Designer Intern*
April - June 2020 | Chicago, IL

- Worked with the product team to iterate on a personalized money management channel for college students.
- Designed a new loan shopping feature based on personal credit study.

Xinhua Net, *UX/UI Designer Intern*
June - Sept 2019 | Beijing, China

- Led end-to-end user experience process, designed an AI emotion analysis product based on the electrical biosignals.
- Collaborated with a cross-functional team to develop evidence-based UX features through an iterative process of market research, prototyping, and user testing.