

# Lucy Liao

Product / UX Designer

lucyliao.com

lucynliao@gmail.com

(805) 212-0856

## EXPERIENCE

Oct 2021 - Present

### **Product Designer, Growth & Monetization / Zendesk**

Working on the initial customer onboarding experience. Most recently, I designed an extensible framework to unify feature and product onboarding across Zendesk and helped establish accessibility standards for all onboarding initiatives. I also provided mentorship for our interns.

Apr 2021 - Oct 2021

### **Senior Product Designer / Surf Air**

Worked on crafting the UX strategy and long-term vision of Surf Air's E2E consumer experience. Helped build out design system and team processes as an early hire of SA's first in-house design team.

Aug 2020 - Apr 2021

### **Senior Product Designer / Fair**

Lead designer & researcher for Fair's B2B pricing & inventory management software. Shipped a revamped version of the deal management and pricing tool which contributed to a 15% MoM increase in deals.

Jul 2018 - Aug 2020

### **Product Designer / Ticketmaster**

Worked on optimizing the fan experience for the post-purchase product suite (mobile ticketing, secure entry, resale, etc.), which generated over \$40m in revenue and increased the post-purchase NPS score by +18 pts.

Feb 2017 - Jul 2018

### **Web Designer / UCLA**

Helped redesign and maintain UCLA's computer science department site, increasing engagement and site traffic by ~45% within 3 months post-launch.

## SKILLS

### **Design**

Wireframing • Prototyping • User Flows • Information Architecture • A/B Testing • User Research • Data Visualization • Accessibility

### **Tools**

Figma • Sketch • InVision • Principle • Zeplin • Illustrator • Photoshop • Overflow • Miro • UserTesting • JIRA • Smartsheet • Amplitude • Looker • Datadog

## EDUCATION

2014 - 2018

### **UCLA**

B.A., Computer Science & Linguistics  
Minor in Cognitive Science

## INTERESTS

Art & illustration  
Dance  
Video games  
Plants  
Overspending on food  
Trashy reality TV