

Lucy Liao

Product Designer

lucyliao.com

lucynliao@gmail.com

(805) 212-0856

EXPERIENCE

Oct 2021 - Present

Senior Product Designer / Zendesk

Designing for the Agent Experience at Zendesk, focusing on agent productivity features. Previously, I worked on Growth & Monetization initiatives where I designed an extensible framework to unify feature and product onboarding. 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 Surf Air'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

UCLA

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

INTERESTS

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