



WEN LIU

An UX Design Lead with more than 8 years of experience designing user-centered digital products, driven by a design philosophy that puts the user first and leverages data-driven insights to inform design decisions.



Portfolio

www.wensproject.cc



Mobile

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Email

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+ EXPERIENCE

DiDi 04/2020 - Present

UX Design Lead (06/2022 - Present)

- Own the design vision, strategy, roadmaps and product success of an enterprise security platform for both internal and external clients
- Leading the development of UX processes in a fast paced start up and design decisions for complex enterprise security platform in the department

Senior UX Designer (04/2020 - 06/2022)

- Drive UX planning, including gathering and prioritizing market and internal and external clients requirements, building user stories and design style-guide to ensure design standardization
- Partner with product stakeholders, leaders from engineering teams and other cross-functional teams to produce prototype, and manage design progress to achieve product goals

CISCO 06/2015 - 01/2020

Senior UI/UX Designer - Cisco Network Assurance Engine (01/2017 - 01/2020)

- Offers comprehensive network modeling and intelligent analysis design
- Simplify complicated inspector page and optimize the user experience on filtering result
- Design admin page to capture network-wide device state and configuration
- Create SmartEvents page that pinpoints deviations from the intent and remediation steps
- UX Research on advantages of verification-driven, agile, proactive operations
- Usability test on the dashboard, ensure the user can capture, analyze and correlate the data
- Completed user stories and delivered UI design updates in each product release

Visual Designer - Cisco Learning Network (09/2015 - 01/2017)

- Define user purchase scenario for Cisco Learning Network Premium site.
- Created data visualizations for study material dashboard with drill down to the detail
- Established new product design pattern, GUI elements, and assets library assets library
- Produce corporate presentations, videos and flow visualization reports

UX Designer - Cisco Cloud Collaboration (06/2015 - 09/2015)

- Create wireframes and prototypes for Cisco Atlas admin dashboard
- Conduct a large number of user research, re-design collaboration partner portal
- Define register page, trial conversion flow, and different plan purchase experience

TYNKER 06/2014 - 06/2015

Product Designer

- UX research on preliminary strategies, the user needs or stakeholder goals
- Produce core product - teacher's portal reaches the final touchpoint with end-user
- Define add students flow to meet user behaviors regarding UI and available mental models
- Work with the cross-functional UX team, conduct research, prototyping, and usability testing
- Produce high-quality mockups for different platforms such as desktop, tablets, and mobile

+ EDUCATION

CALIFORNIA STATE UNIVERSITY - EAST BAY 03/2014

Bachelor of Arts (B.A.)

- Art, Multimedia Option

+ ACCOMPLISHMENTS

DiDi

SSTG - EagleEye Security Platform

Trial conversion rate increased - **75%**
Acquired new clients - **9**
Product average NPS score - **8.3**

CISCO

Cisco Network Assurance Engine

Product design to help Cisco Network Assurance Engine team earned more than **\$15M** revenue since launch

+ EXPERTISE

	average	good	skilled
UI/UX Design	●●●●●●●●		
Interaction Design	●●●●●●●●		
User Research	●●●●●●●●		
Web Design	●●●●●●●●		
Programming	●●●●●●●●		●●
Adobe XD	●●●●●●●●		
Figma	●●●●●●●●		
Invision	●●●●●●●●		●●
Sketch 3	●●●●●●●●		
Axure RP	●●●●●●●●		●●
Adobe Creative Suite	●●●●●●●●		●●
HTML	●●●●●●●●		
CSS	●●●●●●●●		
Javascript	●●●●●●●●		●●
Microsoft Office	●●●●●●●●		

+ PERSONAL SKILLS

	average	good	skilled
Data - Driven	●●●●●●●●		
Collaboration	●●●●●●●●		
Driving Strategy	●●●●●●●●		●●
Mentorship	●●●●●●●●		●●
Team Management	●●●●●●●●		●●