

# Christina Liu

## User Experience Designer

[www.christinasliu.com](http://www.christinasliu.com)  
713.291.9610 · [csl5@rice.edu](mailto:csl5@rice.edu)

### EXPERIENCE

#### Product Design Intern, Hulu – Viewer Growth & Personalization

*June 2020 – August 2020 in Los Angeles, California*

- Launched new 404 and 505 error pages, rerouting 110,000+ users weekly.
- Established groundwork research and designs for Hulu playlists, #1 top un-released idea with 44% of users requesting feature.
- Tested users on and iterated designs to create a 96% ease of use rating for Hulu playlists.
- Oversaw team design workshops, investigated competitive analysis, and developed blueprints for Hulu design guide.

#### UX Designer, Atolla

*May 2019 – December 2019 in Brooklyn, New York*

- Analyzed data on user journeys of 1,000+ users and redesigned test screens to increase customer conversion by 160%.
- Devised new app flow to increase machine-learning photo detection accuracy by 120%.
- Coded editable email templates for all 8000+ user email flow in HTML/CSS.
- First user experience designer at the company. Launched company August 2019.

#### Research Assistant, Computer-Human Interaction Laboratory

*August 2019 – May 2020 in Houston, Texas*

- Conducted real-time experiments tracking user journeys through Google two-factor authentication process to identify ways to change design.
- Collaborated with other researchers to further optimize authentication process and produced a 100% opt-in process.
- Managed data coding and interpretation of user journey timing of non-university subjects.

#### Art Director, The Rice Thresher

*August 2017 – December 2020 in Houston, Texas*

- Supervised entire newspaper design and weekly front-page covers for circulation of 4,000+.
- Led design team to create award-winning layouts, infographics, and illustrations.
- Redesigned newspaper style guide, facilitated editor-design communication, and spearheaded InDesign literacy amongst staff.

#### Founder, Tina's Tiny's

*June 2020 – Present in Houston, Texas*

- Donated \$22,000+ towards organizations supporting Black liberation.
- Coordinated mask + earring production and shipping with 500+ purchases
- Developed social media promotions, showcased Black creators + artists, created informational graphics for Instagram.

### PROJECTS

#### Atolla Landing Pages, Web Development

3 landing pages created to identify optimal content for user bounce rate, tested on 300+ users, *built in Unbounce.*

#### Coursera Mobile App Redesign, Case Study

Iterative mobile prototype that utilizes user research to enhance accessibility to target users and increase efficiency of user journey, *built using Figma and InVision.*

#### Rice University Resources Redesign

User research and desktop prototype, tested and optimized design for usability, presented as executive report to Dean of Undergraduates, *built in Figma.*

### EDUCATION

#### Pratt Institute

Certificate in Digital Product Design & Management

*January 2021 – Present*

#### Rice University

B.A. Sociology

*August 2017 – December 2020*

### SKILLS

#### Design

Journey Mapping · Ideation · Iterative Prototyping · User Testing

#### Tools

Sketch · Figma · InVision · Adobe Creative Suite · Microsoft Suite

#### Research

Interviews & Surveys · Usability Testing · Data Analysis · Data Coding

#### Programming

HTML/CSS

### AWARDS

- CMA Pinnacles, 2<sup>nd</sup> place Best Newspaper Front Page
- Design Nation Recipient
- CMA Top 10 Best of Show Weekly Newspaper at a 4-year School

### LEADERSHIP

- College Representative – *Rice Women in Business*
- Merchandise Design Team Head – *Sid Richardson College*
- Historian & Advisor – *Rice University Orientation Week*
- Communications Team Design Lead – *Rice University Student Association*
- Writer + Designer – *Rice Thresher*