

YIFEI LIU

YIFEILIU.INFO
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IN A NUTSHELL Fun Experience Explorer
Interaction Designer
Color Enthusiast
Storyteller
Prototyper

EDUCATION **UC Berkeley**
MS · Information Management
& Systems (HCI Focus)
2016 – 2018 · GPA: 3.9/4.0

UW Madison
MA · Journalism
2009 – 2011 · GPA: 3.8/4.0

Renmin University
BA · Journalism
2005 – 2009 · GPA: 3.7/4.0

TOOLS **Design & Research**
Interaction design, service
design, visual design,
information architecture,
ethnographic research,
storytelling, prototyping

Prototyping
Sketch, Adobe Creative Cloud,
Axure, InVision, Principle, Maya

Coding
HTML, CSS, Javascript, Python,
Unity3D

WORK 2018 – Present
Google
Production Designer (Contract)
Mountain View, CA
Embedded in Google's customer engagement team
to improve the user experience of its internal support
products.

2017 – Present
Berkeley Energy & Climate Institute
Design Technologist
Berkeley, CA
Design & build prototypes of a building management
console to optimize small-sized commercial buildings'
performances.

2011 – 2016
IFPRI
Communication Designer
Washington, DC
Managed 5+ website design projects, increased web
traffic by 65% by refining branding and media strategy.
Designed websites, print, & marketing materials.

2017
Ongo Science
Mobile UX Design Intern
Berkeley, CA
Designed mobile user experience for a data-driven
fitness app to help users achieve better lifestyles.

2017
Salesforce
Product Design Intern
San Francisco, CA
Delivered an end-to-end journey map & an awarding
design framework to improve user engagement in
enterprise products.

PROJECTS 2017
Drone Planning in VR
Game Designer & Developer
UC Berkeley College of Engineering
Designed & built prototypes of an on-boarding
experience for drone mission planning in virtual reality
using Unity3D.

2017
User Engagement of StubHub
Design Consultant
UC Berkeley Haas School of Business
Delivered design concepts & business
recommendations to improve product engagement.

PAPER Liu, Y., Yang, N., Li, A., Paterson, J., McPherson, D.,
Cheng, T., & Yang, A. (in press). Usability Evaluation for
Drone Mission Planning in Virtual Reality. Springer.

AWARDS **1st Place** · IDEO + Haas Innovation Challenge 2017
1st Place · CMYK Designathon 2016
3rd Place · Social Norms Hackathon 2017
Winner of Bravest Hack · Cleanweb Hackathon 2016
Finalist · Stanford Longevity Design Challenge 2017
Finalist · Big Ideas @ Berkeley 2017