

# Connie Liao

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## SUMMARY

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Mid-level UX/UI designer with over 4 years of experience, specializing in AI-driven products. Skilled in cross-functional and cross-cultural collaboration to develop web and mobile apps. Proficient in CSS and HTML.

## PROFESSIONAL EXPERIENCE

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### AMARYLLO, INC.

Taiwan, Hsinchu

#### UX/UI Designer

2022-11 to Present

- Achieved a 70% reduction in miscommunication by enhancing interdepartmental communication.
- Secured HP licensee status through a key SF meeting. Surpassed crowdfunding target by 5,846% and growing.
- Enhanced app download rate by 20% through improving App Store screenshot designs and user interface, driving increased user engagement and revenue.
- Achieved a 60% improvement in user interaction and experience by partnering with developers, product managers, and stakeholders to gather requirements and implement design solutions.

### MOOMI WEB AGENCY

Worldwide, Remote

#### Web Designer / Developer

2020-08 to Present

- Delivered over 20 projects for 15 clients within the first year, resulting in an increase in client referrals and business growth.
- Used CSS/HTML and WordPress skills to create high-quality designs for 20+ successful projects.
- Maintained a 98% satisfaction rate by understanding client's needs and executing design and development effectively.

### GOFA AI HEALTH-TECH, LTD.

Hong Kong, Remote

#### Business Development Consultant

2022-02 - 2022-07

- Achieve a 35% increase in User Retention Rate by profiling target users and mapping their journey to identify key touchpoints and opportunities for improvement
- Achieved a 20% increase in signup rates by iterating on user feedback to deliver a seamless and engaging interface.
- Decreased the customer support load by 40% by focusing on creating personalized experiences for users and improving the user interface.

## SKILLS

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- Figma, Sketch, Adobe XD, HTML/CSS, Agile Methodologies, Communication, Presentation, Design Systems, Functional Prototypes, High-Fidelity Mockups, Information Architecture, Interaction Design, Mockups, Prototypes, User-Centered Design, User Interface, User Research and Usability Testing, Wireframes
- Languages: Fluent in Chinese (native); Professional Proficiency in English

## EDUCATION

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### UNIVERSITY OF WESTMINSTER

London, UK

*Master of Arts; Major in Interactive Media Practice*

2019-2020