

Meo Liu

Product Designer

meo.cool

saul.hitomi@gmail.com

Education

University Of Glasgow (Master)

09.2020 - 11.2021 | Glasgow

Design Innovation & Interaction Design

Graduated with distinction

Sun Yat-Sen University (Bachelor)

08.2014 - 06.2018 | Guangzhou

International Business, GPA: 3.5/5

Skills

User Research, Product Thinking,
Storyboarding, Wireframing, Prototyping,
UX/UI Design, Visual Design, Usability
Testing

Tools

Figma, Protopie, Sketch, Axure, Adobe
Creative Suite, Blender, CSS, HTML

Language

Mandarin (Native)

English (Fluent)

Experience

Tencent *WeTV* | Interaction Designer

2022.3 - Present

- Conducted user research, led creative direction, design, prototype, and pitch for a new app version, significantly enhancing SVIP user experience and boosting future revenue.
- Led the UX/UI design for the app's accessible and inclusive features and validated findings through usability testing with over 20 participants.
- Redesigned the sign-up, account management, and settings experience. Conducted A/B test on user flows, increasing sign-up rate by 5.6%.

Tencent *Gameloop* | Product Design Intern

06.2021 - 08.2021

- Rebuilt the UI and interactions for the Gameloop platform to improve gaming experience and distribution efficiency through collaboration.
- Developed a comprehensive UI design guide that included typography, color, grid, and component.

Side Project *Milkdown* | Product Designer

2021.4 - Present

- Conducted thorough research and enhanced the add/edit features in Milkdown, which has received 9k+ stars on GitHub.
- Collaborated with the engineer to create and launch Milkdown's first official website, resulting in a 10% increase in daily active users.