

Gianna Liao

UX Designer with a business mindset | Bridging user needs and product value

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EDUCATION

Rutgers University

NJ

Master of Business and Science, User Experience concentration

May 2026

- GPA: 4.0/4.0

EXPERIENCES

Nagarro

NY

UX Designer Intern

Feb - May 2026

- Developed a design system in **Figma**, standardizing UI components and improving cross-product design consistency for an enterprise platform.
- Redesigned features by incorporating product requirements and client feedback, streamlining workflows, and enhancing usability.

Altasparq (Practicum)

NJ

UX Designer & Team Lead

Sep 2025 - Dec 2025

- Conducted **UX research** and **usability testing** for redesigning a payment and subscription flow, applying **interviews**, **heuristic evaluation**, and data analysis to reduce friction.
- Led a design team by coordinating meetings, defining roles, and integrating cross-functional feedback to deliver a cohesive and user-centered redesign of the payment experience.

NetElixir | SaaS

NJ

UX Designer via Rutgers MBS Externship Exchange

May 2025 - Aug 2025

- Facilitated stakeholder interviews to align user needs with business goals, mapping **user journeys** and flows in **FigJam** to locate friction points and key decision moments.
- Synthesized insights from **affinity diagramming** and **heuristic evaluation**, identifying 10+ usability issues and converting them into design recommendations.
- Created 10+ **wireframes** and high-fidelity **prototypes** in **Figma** to refine navigation and improve interface clarity, validated through stakeholder feedback.

Infragistics | SaaS

NJ

UX Designer via Rutgers MBS Externship Exchange

Sep 2024 - Dec 2024

- Redesigned user flows and developed 10+ interactive **prototypes** in **Figma**, collaborating with teammates to verify and refine interaction patterns.
- Conducted **usability testing** with 4 participants, translated findings into actionable insights, and improved process efficiency by 30%.

PROJECT

Campus Social App _ RUnited

Oct 2024

- **Interviewed** 20+ students to identify social patterns and pain points, mapped **user journeys**, and created **personas** to support feature planning.
- Built a **design system** in **Figma** to maintain UI consistency between design and development phases.
- Produced 6 wireframe versions and a high-fidelity prototype, achieving a 25% increase in engagement and a **SUS score of 77.5** after usability testing.

SKILLS

- **User Experience Design:** User Research, Usability Testing, Information Architecture, Wireframing, Prototyping, Interface Design, User Interview, Competitor Research, Interaction Design, WCAG
- **Tools:** Figma, Figma Make, Fig Jam, Canva, Photoshop, Microsoft Office Suite, WIX