

Gianna, Liao

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

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🔗 [Portfolio](#)

UX SKILLS

Competitor Research

Design Thinking

Interface Design

Interaction Design

Information Architecture

Prototyping

Usability Testing

User Flow

User Interview

User Journey Map

User Stories

User Research

UX writing

Wireframing

WCAG

TOOLS

Figma

Figma Make

Canva

Photoshop

Wix

SOFT SKILLS

Attention to Detail

Communication

Collaboration

Problem-Solving

Presentation

EXPERIENCE

UX designer @ NetElixir | SaaS (Sponsored Project)

NJ, USA | May 2025 - Aug 2025

- Led [stakeholder interviews](#) to define user needs and business goals, and created [personas](#), [user journeys](#) and [user flows](#) in [Fig Jam](#) to pinpoint friction points and critical decision moments.
- Conducted a UX audit using [affinity diagramming](#) and [heuristic evaluation](#), uncovering 10+ usability issues and translating them into actionable design improvements.
- Designed 10+ [wireframes](#) and high-fidelity [prototypes](#) in [Figma](#), streamlining user flows and improving interface clarity, as validated by positive qualitative feedback from stakeholders.

UX designer @ Infragistics | SaaS (Sponsored Project)

NJ, USA | Sep 2024 - Dec 2024

- Conducted [competitor analysis](#) on Slingshot and 3 task management apps, applying use cases and [heuristic evaluations](#) to identify 5+ usability issues across mobile and web experiences.
- Led [usability testing](#) with 4 users and synthesized findings into insights, informing [information architecture](#) restructuring and optimizing [user flows](#) that reduced process friction by 30%.
- Created [wireframes](#) and interactive [prototypes](#) in Figma, collaborating with the team to deliver 10+ design solutions that improved overall platform usability through clear interaction design principles.

Sales Assistant & Internal Process Optimization Assistant @ AUO Corp.

TW | May 2021 - Dec 2022

- Increased internal efficiency by 30% through streamlined sales workflows by [user interviews](#) and [user flow](#) analysis.
- Led user research and integrated user-centered design principles into system workflows, collaborating with engineers to develop an improved internal system that reduced process friction by 20%.

PROJECT

Campus Social App _ RUnited

NJ,USA | Sep 2025

- Interviewed 20+ students to uncover campus social behaviors and pain points.
- Built and maintained a scalable [design system](#) in Figma, ensuring UI component consistency.
- Conducted [usability testing](#) with 6 students, boosted user engagement by 25% and achieved a SUS score of 77.5.

EDUCATION

Rutgers University

NJ,USA | May 2026

Master of Business and Science UX concentration