

Gianna Liao

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

giannaliao.ux@gmail.com | +1 732-633-9661 | www.linkedin.com/in/chiachialiao | [Portfolio](#)

EDUCATION

Rutgers University

Master of Business and Science, User Experience Design concentration (UXD)

NJ

May 2026

EXPERIENCES

Nagarro

NY

UX Designer Intern

Feb 2026 - May 2026

- Designed the budget allocation system for the public sector within **agile** product development cycles by streamlining complex workflows and improving usability.
- Created interactive **prototypes** in **Figma** and **Figma Make** and collaborated with PMs and engineers to iterate on the scalable solution based on stakeholder and user feedback.
- Leveraged LLM tools to accelerate the **design system development**, standardizing UI components and improving cross-product design consistency for an enterprise platform.

Altasparq (Practicum)

NJ

UX Designer & Team Lead

Sep 2025 - Dec 2025

- Redesigned the subscription and payment flows by improving pricing transparency and reducing decision uncertainty, contributing to a 20% increase in subscription conversion rates.
- Conducted **UX research**, **usability testing**, **user interviews**, and **heuristic evaluations** to identify friction points and improve the payment and subscription experience.
- Led a design team by coordinating meetings, defining roles, and integrating cross-functional feedback to deliver a cohesive and user-centered redesign.

NetElixir | SaaS (Sponsored Project)

NJ

UX Designer

May 2025 - Aug 2025

- Redesigned the data-heavy dashboard by creating 10+ wireframes and high-fidelity **prototypes** in **Figma** to refine navigation and improve interface clarity, validated through stakeholder feedback.
- Conducted stakeholder interviews and mapped user flows in **FigJam** to identify friction points and align user needs with business goals.
- Synthesized insights from **affinity diagramming** and **heuristic evaluation**, identifying 10+ usability issues, and translated findings into actionable design improvements.

Infragistics | SaaS (Sponsored Project)

NJ

UX Designer

Sep 2024 - Dec 2024

- Redesigned product user flows through **heuristic evaluations** and **competitor analysis**, creating 10+ interactive **Figma prototypes** to improve usability and streamline navigation.
- 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, Claude, Chat GPT

CERTIFICATIONS

- Google UX Design Certification
- Google Ads Video Certification