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

NetElixir | SaaS (Externship)   NJ

User Experience Designer   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 (Externship)   NJ

User Experience Designer   Sep 2024 - Dec 2024

- Performed **competitive analysis** on Slingshot and other task management tools, identifying 5+ usability gaps through use cases and heuristic evaluation.
- 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%.

AUO Corp.   TW

Sales Assistant & Internal Process Optimization Assistant   May 2021 - Dec 2022

- Streamlined sales workflows through **user interviews** and process analysis, increasing operational efficiency by 30%.
- Applied **user-centered** design methods to enhance system user flow, collaborating with engineers, and reducing process friction by 20%.

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 user testing.

CERTIFICATIONS

- Google UX Design Certification
- Google Ads Video Certification

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, FigJam, Canva, Photoshop, Microsoft Office Suite, WIX
- **Soft Skills:** Problem-Solving, Collaboration, Attention to Detail, Communication, Presentation