

# CHRISTY LIU

## PRODUCT DESIGNER

Crafting **delightful, inclusive, and valuable experiences** by integrating art and data.

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## EDUCATION

### Simon Fraser University (SFU)

BBA, Joint Major in Interactive Arts + Technology (Design) and Business Administration (Marketing)  
2012 – 2018

## SKILLS

Figma	User Experience
InVision	User Interface
Sketch	Product Strategy
Illustrator	User Research
InDesign	Project Management
Photoshop	Brand Identity
Zeplin	Illustration
Axure RP	Data Analysis
HTML/CSS	Animation

## PAST INVOLVEMENTS

### Building Digital Products Course

[Product School](#) / July 2020

### First Place (Team)

[Seattle Architecture Design Charette](#)  
/ Mar 2014

48-hour project with team of 10

### Director of Promotions

[SFU SMA](#) / Mar 2014 – May 2015

### Runner-Up

[SFU Social Innovation Case Competition](#) / Mar 2013

### President, Graphic Designer

[RCCS Youth Group](#) / Sept 2011 – Sept 2017

## WORK EXPERIENCE

### Co-Founder, Web Designer, Shopify Mentor

[JMC Commerce](#) / Oct 2020 – Present

Co-founded a million dollar eCommerce x AI mentorship agency and multiple highly converting Shopify websites and brands. Mapped out and built a positive customer journey and touchpoints with our brands, refining each step from customer feedback. Approximately 90% of our 200+ mentees globally are highly satisfied with our mentorship program.

### Freelance Designer (UX, UI, & Web Design)

[jchristyliu.com](http://jchristyliu.com) / Aug 2016 – July 2023

Built highly converting websites for 10+ clients by aligning on goals, focusing on users, and collaborating effectively. One client generates 5-figures in revenue/ week after a big website and brand redesign. Retention went up by 25%. I also co-founded a strategic design agency.

### Product Designer

[Monkiri](#) / Apr – Jun 2019, Oct 2020 – Mar 2021

Improved the overall experience and interface of the financial literacy app and learning management system through user research and product team collaboration. As of 2020, the app has 100+ monthly active users. Previously redesigned the MVP with positive feedback.

### UX/UI Designer

[Terminal 1 Hong Kong](#) / May – Nov 2019

Worked with engineers and recruiters to enhance the experience and interface of the applicant tracking system for recruiters. Created brand and visual assets, as well as helped develop growth strategies.

### Marketing Coordinator (Market Strategy) (Co-op)

[TELUS](#) / Sep – Dec 2017

Researched, prototyped, and tested a website proposal for customers. Conducted user research and testing, receiving highly positive feedback.