

Shelley Liang

Product Designer

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EXPERIENCE

Product Designer

Statespace Labs (Aim Lab)

Nov 2021. to Present - Brooklyn, NY

- Led design initiatives for our web based products, such as creating UI components, grid styles, type scale, and button states.
- Communicated design ideas using user flows, process flows, site maps, and wireframes.
- Employed design concepts into functional prototypes.

Product Designer

Sprinklr

Apr 2021. to Nov 2021. - Brooklyn, NY

- Ensured that the visual designs embody the business goals of the product and maintained best UX practices and design trends.
- Created design patterns and detailed user workflows.
- Established design language for the product by maintaining consistency across the product and executing on reusable elements.

Freelance Product Designer

Jan. 2019 to Present - Brooklyn, NY

- Improved accessibility on desktop products by redesigning interfaces.
- Created wireframes and prototypes for usability testing.
- Worked with developers to create a consistent style guide and design system.
- Select clients include Unite Us, Bitwise Industries, Microsoft, and Piñata.

Sales and Marketing Account Manager

Brooklyn Jewelers

Oct. 2018 to Mar. 2019 - New York, NY

- Developed and managed relationships with clients via cold calls and email blasts.
- Increased user engagement using A/B testing to determine the best course of action for digital campaign promotion.

EDUCATION

User Experience Design

BrainStation

2020

B.S Technological Systems Management

Stony Brook University

2014 - 2018

Things I Do

Product Design

UX Design

UI Design

UX Research

Wireframing

Prototyping

Information Architecture

Usability Testing

User Interviews

HTML/CSS

Tools I Use

Figma

Sketch

Adobe Photoshop

Adobe Illustrator

Adobe XD

InVision

Microsoft Office

Asana

Jira

UserTesting

Things I Like

Video Games

Drawing

Animal Crossing

Bubble Tea

French Fries

Comics

Superheroes