

# LIANNA WANG

## UI/UX DESIGNER

PORTFOLIO: [liannawang.com](https://liannawang.com)

### CONTACT

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[linkedin](#)

### WORK EXPERIENCE

#### MARKETING DESIGN INTERN

NeuroFlow

**April 2023 - September 2023**

- Designed, developed, and launched websites showcasing NeuroFlow's unique features, enabling the sales team to effectively attract and onboard new clients
- Generated new webpages and consistently maintained NeuroFlow.com to ensure a seamless experience for our 14 million users
- Proposed and spearheaded the redesign of monthly emails to boost engagement and drive higher end-user activation

#### PRODUCT DESIGNER

Perpay Inc.

**March 2022 - September 2022**

- Led and executed the redesign of the internal admin user experience, resulting in a 20% reduction in task completion times
- Owned and maintained the design system and component library, adding 10 new components and ensuring consistency and efficiency in design workflows
- Conducted surveys, interviews, and usability testing involving 80+ participants to inform data-driven design decisions
- Collaborated effectively within cross-disciplinary teams comprising engineers, product managers, and designers using agile methodologies

### EDUCATION

#### DREXEL UNIVERSITY

B.S. in User Experience and  
Interaction Design

Anticipated graduation: 2025

GPA: 3.95

### SKILLS

#### DESIGN TOOLS

Figma, InVision, Adobe Creative Suite, Webflow, Trello, Miro, Maze, Microsoft Suite, Google Suite

#### DESIGN METHODS

Wireframing, Prototyping, Agile Framework, Surveys, User Research, Contextual Inquiries, Competitive Analysis, Journey Mapping, Usability Testing, Affinity Mapping, Design System, Card Sort

#### DEVELOPMENT

HTML, CSS, Javascript, Github

### RELEVANT COURSEWORK

User Interface Design  
Interaction Design  
Scripting for Media  
Human Factors Engineering  
Intro to HCI