

# (CYNTHIA) HSIN-YA LIU

[www.cynthialiudesign.com](http://www.cynthialiudesign.com)

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## Contact

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## Education

**Bachelor of Arts in Graphic Design**  
*University of Illinois,  
Urbana-Champaign*  
MAY 2020 / IL, U.S.

**International Baccalaureate Bilingual  
Diploma (English & Mandarin)**  
*Kaohsiung American School*  
MAY 2016 / KAOHSIUNG, TAIWAN

## Honors

James Scholar College of Art+Design  
Dean's List 2016-2020 (GPA 3.90/4.00)

## Tools

Figma  
Sketch  
Adobe XD  
Zeplin  
Miro  
InVision  
HTML, CSS, Javascript  
Adobe Illustrator  
Adobe Photoshop  
Adobe AfterEffects  
Adobe Premiere Pro

## Experience

**Safe Space Mental Health Counseling** UI/UX Designer & Researcher  
MAR - SEP 2021 (FREELANCE) , SEP 2021 - PRESENT (FULL-TIME) /  
SINGAPORE

- End-to-end project development from research, prototyping, to high-fidelity design.
- Communicate with stakeholders to align requirement and deliver product that aligns with the business goals.
- Work with the tech team to delivery high quality product.
- Project-managed and executed a two months proof-of-concept mental health research project for an external insurance client.

**Crimson Education: Uber Program** UI/UX Module Leader  
JUN 2023 - JUL 2023 / VIRTUAL

- Planned and facilitated 3 UI/UX module lessons for a group of 40 high-school students on the skills to complete the Uber case study.
- Mentored students during weekly office hour to guide them in troubleshooting questions during the Uber Work Experience Program.

**Playsee** UI/UX Designer

AUG 2020 - MAR 2021 / TAIPEI, TAIWAN

- Designed new features based on big data analysis and user experience.
- Managed UI details and design UX flows throughout the app.
- Communicated the designs with engineers and oversee the Android development process.
- Designed quality assurance procedures to improve performances.

**The Seed, The Startup Journey** Art Director (Passion Project)

MAY 2020 - MAR 2022 / ONLINE

- The Seed is a podcast and a Youtube channel sharing interviews with startup founders about their stories.
- Created branding and marketing materials (static/motion) for Instagram, Facebook, and Youtube.

**University of Illinois Press** Graphic Design Intern

OCT 2019 - APR 2020 / IL, U.S.

- Designed covers for the books published at the Press.
- Designed marketing materials for social media to promote books.

## Feature

**Intro to UX Workshop** MindfulHacks Singapore

SEP 2021 / SINGAPORE

Organized and spoke at an event of an audience of 30 people.

**BFA Graphic Design Virtual Exhibition** University of Illinois

MAY 2020 / IL, US

The capstone project: *Emotion Bakery* showcase.