Yiqing Liu
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EDUCATION

Royal College of Art *2024 Art and Design QS 1st*   Master of Design Products   Sep.2023 - Aug.2024
- Courses: Location Practice, Experimental Design, Micro Brief, Advanced Practice, Across RCA, Grand Challenge, etc.

Tianjin University of Science and Technology   Bachelor of Industrial Design   Sep.2016 - Jul.2020
- Courses: Basic Graphic Design (96/100), Product Form Design (97/100), Mode Design Fundamentals (94/100), etc.

WORK EXPERIENCE

ADJOAA   May.2024 - Aug.2024

UX Design Intern - Led the UX/UI redesign for the ADJOAA e-commerce platform, enhancing the overall user experience and site functionality, which resulted in a 25% increase in browsing efficiency.
- **Research Analysis** - Conducted a comprehensive analysis of 28 competitor platforms focusing on navigation structures, shopping processes, and User-Generated Content (UGC) integration. Identified multiple opportunities to enhance user experience.
- **UX Design** - Revamped Navigation System: Introduced a top navigation bar merging key sections like ADJOAA's homepage, About Us, Blog, and contact details, reducing the site's bounce rate by 12%; Product Interface Update: Added a "Carbon-Neutral Shipping" feature and designed hover cards for detailed shipping information, improving logistic efficiency by 20% and cutting shopping decision time by 15%; Styling Inspiration Feature: Launched a feature integrating UGC videos to boost authentic brand interaction, increasing user engagement by 30% and social media sharing by 25%; Out-of-Stock Items Page: Created a page with dynamic elements such as similar product recommendations and styling inspiration cards, maintaining interest and enhancing click-through rates by 12%.
- **Team Collaboration** - Collaborated closely with the development team, including front-end and back-end engineers, to ensure seamless integration of design and technology. Through frequent communication and iterations, we efficiently resolved issues, ensuring smooth implementation and optimisation of each feature, with most functionalities now successfully live.

Porsche   Nov.2023 - Jan.2024

Industrial Design Intern - Mainly conducted comprehensive research on industrial design solutions for new electric vehicle models, including body design, interior design, chassis system design, and electronic system design.
- **Research Analysis** - Analyzed the models of 5 key competitors, and output competitor analysis reports; carried out research on the optimization ideas of vehicle body and interior and exterior design based on project positioning.
- **Product Design** - Assisted the team in optimizing key exterior features, enhancing the vehicle's appearance and fuel efficiency; designed 13 creative sketch schemes and participated in the digital model design and production, created 3D models and multi angle renderings of 2 car bodies and 4 front grille covers; At the same time, combined charts and data analysis for the preliminary product design report.
- **Teamwork** - took an active part in working with the R&D team, proactively thinking and proposing solutions to problems; participated in the entire process from conceptual creativity to design and implementation, and unleashed one's creativity and independent thinking ability.

Google Alphabet   Jun.2023 - Oct.2023

Interaction Design Intern - Deeply involved in the interaction design work of three apps, including the Google VR online shopping app, responsible for the prototype design and iterative optimization of product interfaces.
- **User Research** - User oriented, focused on discovering opportunities for improving product user experience, and providing optimized experience design for users through design and innovation.
- **Interaction Design** - Based on the deep learning of Google's design concepts and guidelines, designed a mobile Community App for the TensorFlow machine learning framework according to the Material Design 2.0 specification; designed music player software Phonograph and its new interface according to Material 3 specifications; designed a Google VR online shopping app. Responsible for the visual, dynamic, color, interactive, and diverse presentation of product interfaces, all optimized through 2-3 iterations based on test results and user feedback. The overall interaction logic is unified, improving the overall competitiveness of the product.
- **Teamwork** - Collaborated with upstream and downstream to develop projects, assisted the team in completing interface layout, operational processes, high fidelity design prototypes, visual design solutions, and developed full chain design thinking and practical skills.

Food and Beverage Entrepreneurship   Jan.2021 - Feb.2022

Co-founder - As a co-founder, I was fully responsible for brand and service experience design and played a crucial role in overall business operations.

- **Site Selection Project** - Selected the restaurant location and conducted market research to ensure that it met the demands and potential of the area.
- **Overall Operation** - Managed restaurant operations, including procurement, cost control, staff recruitment, and improving service levels.
- **Brand Design** - Designed the restaurant's brand image, logo, and promotional materials to align them with the market's positioning.
- **Layout Design** - Created a welcoming and comfortable dining environment by designing the interior layout and decoration with consumer demand and sensory experience in mind.

PROJECT EXPERIENCE

Grand Challenge   **UX Designer**   Oct.2023 - Mar.2024

- **Project Overview** - This initiative is the world's largest single-institution postgraduate design project, forming part of the RCA's role as a UNESCO Ocean Decade Implementing Partner. It supports efforts to reverse the decline in ocean health with a focus on "Oceans and Cities".
- **Project Details** - The project was based in Harrow, London. Team members collaborated to research and devise solutions, primarily responsible for designing the VR user experience (UX) for educational training on river flies. Completed the entire UX design process for VR independently, ensuring that the design language aligned with the project theme to enhance user engagement. Worked with an interdisciplinary team to develop innovative ideas and proposals concerning user logic, future possibilities, and potential business models.
- **Project Achievements** - The project was showcased at the Natural Science Museum of Barcelona in April 2024.

CAMPUS ACTIVITIES

- **Royal College of Art Graduate Exhibition Volunteer** - Responsible for managing Instagram promotions for the Product Design programme. Coordinated student works and copywriting to maintain consistent exposure.
- **Leader of IKEA Design Research Team** - conducted in-depth research on IKEA product design style and summarized and reported the research results.
- **Core Member of Student Union Propaganda Department** - organized and planned various large-scale activities on campus: New Year's Eve Gala, Top Ten Singers, Basketball Game.
- **TUST Volunteer Association, Vice Minister of Internet and Information Department** - be responsible for content operation of the school's media account, with ranking first among the school's public accounts during the same period.

AWARDS

Design Patent Certificate: Desk (for use on bed), Nut Clip, Hook (Modular)	Jul.2020
Third Prize in National Student Innovation and Entrepreneurship Competition	Sep.2018
Third Prize Scholarship	Sep.2018
Excellent Volunteer of China International Manufacturing Forum	Sep.2017

SKILLS

- Language proficiency: Fluent English
- Proficient in Rhino/SolidWorks/Fusion 360/Keyshot/CAD/Photoshop/Illustrator/Figma and MsOffice

SUMMARY

- Passionate about product design with proficiency in various design software, holding a master's degree from the QS top-ranked programme in Product Design globally. Holder of multiple design patents and actively participated in both academic and industry-related professional activities.
- Exceptional communication, understanding, and teamwork skills, with extensive internship experience and one year of entrepreneurial experience.