SOPHIA LIU

Product Designer
San Francisco Bay Area, California

studiosophy.com
626.373.3418
liu.sophiaa@gmail.com
linkedin.com/in/sophialiuinc

PROFILE

Curious and creative product designer with strong visual design skills and passion for delightful user experience.

EXPERIENCE

Product Designer | ThredUP
Oct 2018 — Present

- Work with product and engineering teams to design and refine web and mobile products on all platforms.
- Play a key role in the visual and interaction design of new features.
- Ensure consistency across all platforms by helping build and refine our design system.
- Collaborate extensively with product managers and engineers to test and provide feedback on designs.

Visual Designer | Ashley Chloe Inc
Dec 2017 — Sept 2018

- Established brand identity and digital content for B2C lifestyle brands Ashley Chloe and Rowkin.
- Provided art direction to successfully launch five new products for e-commerce and retail.
- Designed user-centered web/mobile interfaces and assets for email and social marketing.
- Worked cross-functionally with product, marketing, and sales teams to implement marketing and advertising campaigns.

Freelance Designer and Photographer
Sept 2012 — Present

- Work with small business owners to develop products, build brands, and create marketing campaigns.
- Design overall visuals and user interfaces for websites and apps by closely collaborating with developers.
- Specialize in portrait, fashion, and lifestyle photography.

EDUCATION

California Polytechnic State University San Luis Obispo, CA
Bachelor of Architecture — Jun 2017
Double Minor in Photography and Media Arts & Technologies

SKILLS

Design

UI / Visual Design
User Experience Design
Web & Mobile
Wireframing
User Research
Prototyping
Design Thinking
Brand Identity
Motion Graphics

Other

Marketing
Art Direction
Photography
HTML/CSS

AWARDS

Code For A Cause Impact Award and Fitbit Challenge Winner
AngelHack, San Francisco, CA

Grand Prize Winner for Best App Overall
AT&T FirstNET Hackathon
San Francisco, CA

AIA Fifth Year Student Design Award
American Institute of Architects
California Central Coast