



Maggie Liu

Product Designer

Portfolio: www.maggie-liu.com

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Education

Simon Fraser University

Interactive Arts & Technology

Bachelor of Arts in Design

09.2014 - 04.2020

Minor in Print and Digital
Publishing

05.2018 - 04.2020

Skills

Design

User Flows

Personas

Wireframing

Interface Design

Interaction Design

Layout Design

Print Design

Visual Design

Rapid Prototyping

Qualitative Research

Tools

Figma

Sketch

Adobe Suite

Marvel

InVision

Principle

Wordpress

HTML/CSS

Interests

Snowboarding

Biking

Hiking

Vinyls

Museums

Coffee

Architecture

Photography

Experiences

AKQA

Amsterdam, NL

05.2022 - Present

Product Designer

Working with the world's largest car manufacturer and stakeholders from over 40 markets to ensure a seamless customer experience at every touchpoint. Leading workshops, conducting user tests, and designing end to end user journeys. Governing and educating stakeholders on design system guidelines and best practices.

Trengo

Utrecht, NL

09.2021 - 04.2022

Product Designer

Trengo is a startup that unifies all messaging channels into one platform. I focussed on the customer retention stream and got to rethink the future of e-commerce. I also lead the design system project to create a scalable system that unifies the product experience.

Freelance

Remote

01.2021 - 08.2021

UX/UI Designer

I provide ux analysis, persona creation, site map, wireframes, and final designs to multiple small businesses' digital products, to solve user needs and reach business goals.

Artie

Remote

10.2020 - 12.2021

Product Designer

Artie is a location-based AR deal finder. As the sole designer at an early-stage startup, I lead the end-to-end design of the mobile and web app. I developed the design system and visual direction from the ground up. Working closely with the CEO, CTO, and developers to achieve company goals with design decisions.

Media.Monks

Amsterdam, NL

09.2018 - 04.2019

UX Design Intern

I worked on projects ranging from e-commerce platforms to innovative campaigns. I worked with world-class clients, senior designers, producers, developers, and PMs. I explored creative solutions, created experience flows, wireframes, and prototypes.

Enactus SFU Media Minds

Vancouver, CA

06.2016 - 05.2017

Graphic Designer

I designed all the print and digital material within given theme constraints. I also photographed workshop and event activities to be kept as records and used as promotional material.

Awards / Recognition

FWA of the Day

04.09.2019

PUMA: Run My Way

A pop-up pavilion with a customizable interactive running experience. I was responsible for exploring motion gestures, and designing the complete user journey of the different states and screens of the customization experience.