Stephen Liu

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EXPERIENCE

Visa • Foster City, CA
STAFF PRODUCT DESIGNER • 09/2022 – PRESENT
- Lead end-to-end design for B2B and B2C products, including Visa Card Metadata Manager and Click to Pay
- Represent Visa design at EMVCo, developing customer experience standards and guidelines for global payment systems
- Built scalable component libraries for multi-region teams, accelerating product delivery, consistency, and collaboration

People.ai • San Francisco, CA
SENIOR PRODUCT DESIGNER • 10/2019 – 07/2022
- Designed a flexible, configurable AI-powered data dashboard solution, improving user engagement
- Improved onboarding and configurability, reducing customer deployment time and improving AI model training flexibility
- Led the consolidation and unification of People.ai's design system across multiple acquired product lines

PRODUCT DESIGNER • 09/2018 – 09/2019
- Researched and designed new AI-driven features, with some achieving up to 90% retention rates
- Established UX research guidelines and best practices, improving the product development process
- Transformed the component library into a fully scalable design system, increasing design consistency

Ridecell • San Francisco, CA
UX RESEARCHER • 07/2017 – 08/2018
- Conducted contextual inquiry, funnel analysis, and GIS mapping, doubling user acquisition for our customers
- Performed accessibility audits on Ridecell's mobility apps, improving compliance and usability

UX DESIGNER • 08/2016 – 06/2017
- Designed and tested B2B2C mobility solutions for clients such as BMW, AAA, and Ferrovial
- Established information architecture best practices for Ridecell's white-label mobile apps

IBM • Chicago, IL
ASSOCIATE DESIGNER • 06/2015 – 07/2016
- Modernized chart & table templates and built a web app redesign proof-of-concept for SPSS Statistics
- Redesigned and relaunched IBM's Predictive Analytics Online Community, increasing visits to 20,000+ in the first 90 days

IBM • Austin, TX
SOFTWARE DESIGN INTERN • 06/2014 – 08/2014
- Conducted user interviews and built interactive prototypes for an internal funnel analytics utility

EDUCATION

M.S., Information (Specialization in Human Computer Interaction) • University of Michigan • 2013 – 2015
B.A., Interdisciplinary Computing in the Arts (Focus in Music Technology) • UC San Diego • 2007 – 2011

SKILLS

DESIGN
Design Systems • UI/UX • Interaction Design • Prototyping • Wireframing • Information Architecture • Accessibility (WCAG)
RESEARCH
User Research • Usability Testing • Contextual Inquiry • Quantitative & Qualitative Analysis • A/B Testing
TOOLS
Figma • Sketch • Adobe Creative Suite (XD, Photoshop, Illustrator) • HTML/CSS • JavaScript