



SARAH JUNYI LIU

UX/UI Designer

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DESIGN TOOLS



Sketch



InVision



Figma



Final Cut Pro X



Illustrator



Photoshop



Adobe XD



InDesign

EDUCATION

UX Design Immersive

General Assembly, Melbourne

Aug 2019 - Oct 2019

Graduate Diploma of Professional Accounting

Victoria University, Melbourne

Mar 2015 - Jan 2016

Bachelor of Commerce

Major: Finance, Marketing &
Management

The University of Melbourne

Feb 2012 - Dec 2014

KEY UX/UI SKILLS

- User Research
- User Interviews
- Research Analysis
- Creative Ideation
- User Flows
- Storyboarding
- Journey Mapping
- Prototyping
- Wireframing
- Problem Solving
- Information Architecture
- Site Mapping
- Interactive Design
- Present Findings
- Strong Communicator

EXPERIENCE

UX/UI Designer

The University of Melbourne | Melbourne, Victoria | Mar 2020- May 2020

- Part of Exco Partners Team
- Researched and identified problems through stakeholder and user research
- Redesigned the flow, content and information architecture of the current app based on insights to satisfy the needs of different customer groups
- Defined user journeys & scenarios; Conducted usability testing
- Designed and validated prototypes from low to high fidelity through iterations

UX/UI Designer

Freelancing | Melbourne, Victoria | Oct 2019 - Present

- Met with clients to gather requirements and digest briefs
- User experience designer in an agile team environment. Providing digital solutions and UX deliverables: sitemaps, user flows, affinity map, prototypes
- Conducted primary and secondary research and synthesise data gathered
- Created Low to High-Fidelity Wireframes, user flows, visual design and interactive prototypes for startups
- Scheduled and conducted usability tests to observe user behaviour and validate design
- Ensured all design solutions are in compliance with design requirements

User Experience Design Immersive

General Assembly | Melbourne, Victoria | Aug 2019 - Oct 2019

- This programme instilled me with the core UX tools and skills to use through the double diamond design process; getting us to put these into practice through four 2-week sprint projects. Projects: Crown Information Kiosk Experience, Asthma Monitoring Mobile Application, Phunels (Wordpress Plugin for sales funnels)
- Skills actively practised:
 - User research and synthesis to identify users and their needs.
 - Ideation of solutions, user testing and iteration.
 - IA and site mapping through to wireframing and interaction design.
 - Communication of UX process through sketches, journey maps and
 - Wireframes to my team through to presentations to stakeholders.
 - Working in an agile team environment; seeing a project from start to finish.

Shop Owner

OxygenCrafts @Etsy | Melbourne, Victoria | Jan 2017 - Present

- Owner and designer of stationery store within the Etsy.com marketplace
- Research and monitor current stationery trends
- Photography, stationery design, photography editing and production of engaging web copy and promotional materials
- Developing and maintaining online retail venue.
- Creating store front, develop and create products, maintain inventory, manage marketing and advertising of shop.