

christina liu

product designer

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experience

SPOTIFY // PRODUCT DESIGNER II

april 2022 - present

- Ad ML design lead, developing frameworks and consistent ad signal capturing mechanisms across platforms and surfaces, estimated to help deliver \$84M
- Designed Spotify's first takeover sponsorship ad product, estimated to help deliver \$100M+
- Launched playlist CTA cards supporting advertiser's click objective, helping deliver \$2.8M in additional revenue
- Coordinated 3 unmoderated user testing experiments, influencing product strategy and roadmaps
- Co-created a local design system with flexible templates and platform best practices tailored towards the Spotify free experience
- Mentored and onboarded new designers onto Ad Formats team

HULU // PRODUCT DESIGNER II

june 2020 - march 2022

- Lead sign-up, account management, pre-cancel across responsive web, mobile, and TV platforms
- Growth team lead across Disney+, ESPN+, Star+, and Hulu platforms to create unified retention and acquisition experiences
- Launched living room account management on Roku devices, accounting for 34.4% (11,000+ per month) of all plan switches executed by Roku users, and 5.74% of all switches
- Experimented (A/B testing) on sign-up and pre-cancel flows, significantly increasing take-rate of bundle subscriptions by 3.8% and reducing churn rate by 4.7%
- Co-lead web platform critiques and web QA in collaboration with developers

COMPUTER-HUMAN INTERACTION LAB @ RICE UNIVERSITY // RESEARCH ASSISTANT

august 2019 - may 2020

- Conducted 6 real-time experiments tracking user journeys through Google two-factor authentication process to identify usability issues
- Managed data coding and interpretation of user journey timing of non-university subjects
- Published UX research brief and research papers for security usability recommendations

ATOLLA (NOW FUNCTION OF BEAUTY) // UX DESIGNER

may 2019 - december 2019

- Analyzed data on user journeys of 1,000+ beta users and redesigned test screens to increase customer conversion by 16%. Devised new app flow to increase machine-learning photo detection accuracy by 12%.
- Coded editable email templates for 8,000+ beta users in HTML/CSS
- First product designer at the company. Launched August 2019

summary

Data-driven designer with 5-6 years experience driving collaboration within cross-functional teams in fast-paced environments. Strong background in user research across platforms.

education

RICE UNIVERSITY

B.A. Sociology, December 2020

PRATT INSTITUTE

Certificate in Digital Product Design & Management, April 2021

skills

DESIGN

Ideation, high-fidelity prototyping, cross-functional workshops, user flows & wireframing, information architecture, design systems artifacts, file management

TOOLS

Figma, Protopie, Sketch, InVision, Adobe Creative Cloud, Jira, Mural, UserTesting

RESEARCH

Unmoderated interviews, surveys, usability testing, data analysis, data coding

PROGRAMMING

HTML/CSS

awards

- Design Nation Recipient (Conference)
- CMA Top 10 Best of Show Weekly Newspaper at a 4-year school