# Amy Ham Liu

UI + UX Designer,
Developer

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## PROJECTS

### Travel Guide Site

**Lead Designer + Coder** · **March– May 2019**

Directed visual identity of a client website that showcases underrated travel destinations.

Conducted user research to target an audience with specific needs and cater the website design and content to them.

Prototyped lightweight interface and animations to boost user interaction.

### Recycling Mobile App

**Product Designer** · **Sept – Dec 2018**

Designed main task flow and performed user testing of an app that incentivizes and tracks the habit of recycling.

Crafted an interface, leaderboard and personalized goal system to deliver an improved user engagement, and presented to 100+ people.

Collaborated in a team and led user research, built iterations of pro-totypes and wireframes for a cohesive user experience.

### Portfolio Exploration

**Lead Designer + Coder** · **March – Current**

Initiated user research and testing of a vertical scrolling portfolio website leading to a refined wireframe through feedback.

Implemented website using the Flexbox library to achieve a responsive grid layout.

Illustrated visuals and polished design on the basis of user centered princples and methodologies to create a comprehensive design.

## SKILLS

**Tools**

Photoshop
Illustrator
XD
After Effects
InDesign
SketchUp

**Design**

User Research
Interaction Design
Visual Design
Web Design
Mobile Design
Illustration

**Programming**

JavaScript
JQuery
HTML5 / CSS3
React
SQL
Git

**Languages**

English
Spanish
Chinese
Japanese

## EDUCATION

### University of Mass. Amherst

**BS in Informatics - Data Science** · **2015 – 2019**
Amherst, MA

## RECOGNITIONS

**Dean's List Honors** · **2016 – 2019**
University of Mass. Amherst