

# justin liu

Digital Product/UX Design • Front-End Development

[www.jliu.cc](http://www.jliu.cc)

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## Education **University of California, Los Angeles**

Bachelors in Computer Science

Expected Graduation: Spring 2020

## Skills & Tools

**Design** Product, Systems, Branding

Figma, Sketch/Abstract, Notion, Illustrator, Photoshop, After Effects

**Development** Front-End

React, CSS & CSS-in-JS (Styled Components, Emotion, Styletron, Sass)

## Experience **Uber Technologies** Product Designer • June 2019–Present

- Architected design system for Uber's physical touchpoint with variably sized touch surfaces, supporting business lines including Eats, Jump, and Elevate
- Redefined and implemented team design process for tooling, paradigms, and handoff to unify communication between design and engineering

## **Uber Technologies** Innovation Engineering Intern • April–August 2018

- Designed and developed experimental products to test ideas on Uber's network
- Designed self-service support experience for Uber Freight truck drivers that cut down inbound calls by 44%, used globally as of July 2019
- Developed queueing experience to service driver-partners at Greenlight Hubs

## **UCLA ACM** Director of Design • March 2017–March 2018

- Rebranded UCLA's largest computer science student organization to facilitate updated initiatives of supporting UCLA's tech community
- Designed new website and membership portal alongside rebranding

## **Vertebrae Inc** Design Intern • June–September 2017

- Designed branded experiences in the mobile web augmented reality space
- Produced marketing and sales collateral to facilitate product pivot
- Developed a internal React website to showcase mixed reality ad formats

## **Delphi Automotive CTC** UI/UX Design Consultant • June 2015–March 2016

- Designed mockups and provided assets for CES 2015 customer demo
- Assisted Delphi's Dragon 2.0 infotainment system team post internship