



YUAN-YU KRISTY LIAO

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EDUCATION

University of California Berkeley

2009-2011 | Berkeley, CA

- Master of Arts - Human-Centered Design and Visual Studies (GPA 3.86)
- Management of Technology Certificate, Hass School of Business
- PhD Student – Architecture; Design Theory and New Media (Not Completed)

National Chiao-Tung University

2006-2008 | Hsinchu, Taiwan

Master of Science - Digital Media (GPA 4.0)

National Cheng-Kung University

2002-2006 | Tainan, Taiwan

Bachelor of Science – Architecture

AWARDS

2018 | AutoCAD Web App

User Experience Finalist & Web Design Honoree, Innovation by Design Awards, Fast Company

LECTURES

2024 | *The Product Designer's World Journey*

PingTung, Taiwan

2020 | *Global Product Design and A/B test*

National Chao-Tung University, Taiwan

2016 | *UX Critique Night*

Autodesk Gallery, San Francisco, USA

2016 | *Designing Adventurous Life*


Red Rock Coffee, Mountain View, USA

2015 | *Design at Autodesk*

AASTMT, Cairo, Egypt

PRESS

2021 | *CommonWealth Magazine*

Featured as  an [inspiring story](#) by Taiwan's leading economic news outlet, it showcases the journey of a resilient individual from rural Taiwan who triumphed over academic challenges to become the Product Design Lead at Netflix and a world traveler.

SKILLS

Product Design & Strategy, Global User Research, Data-Driven Design, User Experience, Visual Design, Human-Centered Design Methodology, Creative Workshops, Prototyping, Front-end Web Development, Design Tools (Figma, Adobe Suite, etc.), Photography, Video Production, Motion Graphics, Sketching

EXPERIENCE

NETFLIX | Product Design Lead

Jan 2020- Current

Global Payments

- Revolutionizing payments in growing markets by introducing locally relevant payment methods, which have driven user adoption, such as a 50% increase in user in India and generating over \$100+ million in revenue impact
- Led the company's priority initiative to revamp the existing monthly recurring subscription model, offering members more flexible options
- Exploring innovative payment experiences to meet new business domains

Growth and Retention

- Leading an initiative to improve member retention, including offering flexible payment options, plan adjustments, incentive programs, and enhancing user experience, thereby boosting member loyalty. Utilized machine learning to identify diverse audience cohorts and offer the right options at the right time

SPOTIFY | Product Designer

Nov 2017- May 2019 | Stockholm, Sweden

Market Expansion & Cultural Adaptation

- Led design efforts for Spotify's entry into new markets like MENA and South Korea
- Reshaping the Spotify product to suit diverse cultural and audience needs
- Pioneered user-centric design with cross-market research
- Drove end-to-end design process from ideation to pixel-perfect execution for global implementation

Boosted User Engagement & Experience

- Improved the early funnel of the Spotify experiences
- Redesigned password reset flow to increase 9% success rate

AUTODESK | Senior UX and Visual Designer

2012- May 2017 | San Francisco, CA

AutoCAD Web App: Revolutionized Legacy Products

- Transformed traditional Autodesk offerings into modern, cloud-based solutions as lead designer
- Crafted intuitive user interfaces and visual designs, enhancing product aesthetics and usability

Design System: Established Design Consistency

- Pioneered a unified design language across major Autodesk products, fostering cohesive user experiences

AUTODESK | Visual Designer & Web Specialist

Feb 2012- July 2014 | San Francisco, CA

- Redesigned AutoCAD desktop interface, developed 1000+ icons; revamped and maintained divisional webpage, enhancing corporate online presence

NATIONAL CENTER FOR HIGH-PERFORMANCE COMPUTING | Web Designer

Jan 2009- July 2009 | Hsinchu, Taiwan

- Designed dynamic web templates and established employee intranet for improved internal communication

FREELANCE | Web Designer and Developer

2000-2009 | Taiwan

- Delivered web design solutions for educational institutions, architectural firms, and hospitality industry clients