



YUAN-YU KRISTY LIAO

KRISTYSMALLWORLD.COM

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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

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

2013 | **User-Experience Design**

National Chiao-Tung University, Taiwan

2013 | **Design as a Career and Dream**

Ming Chi University of Technology, Taiwan

PUBLICATIONS

2009 | *Three Phenomena of Analogical Thinking in Design (Conventional Media vs. Computer Media)*

The Association for Computer-Aided Architectural Design Research in Asia (CAADRRIA)

SKILLS

Product Design, Problem Solving, User Experience, Visual Design, User Research, Human-Centered Design Methodology, Product Strategy, Workshop, User Interface, Prototyping, Brainstorming, Wireframe, Front-end Web Development (HTML5, CSS3, JavaScript,) Cognitive Psychology, Sketch, Principle, Adobe Creative Suite, Photography, Video Production, Motion Graphics, Sketching

EXPERIENCE

SPOTIFY | Product Designer

Nov 2017- Present | Stockholm, Sweden

Market Opportunities, Global

- Lead designer and strategic partner focusing in new market launches, including MENA, South Korea, and more
- Reshaping the Spotify product to address cultural differences and values in untapped markets
- Working closely with researchers to capture underserved user needs through multiple deep dive research projects
- End-to-end design process: from creating a vision for exploration, to creating concepts and building pixel-perfect solutions for test and implementation

Activation, Growth

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

AUTODESK | Senior UX and Visual Designer

2014- May 2017 | San Francisco, CA

AutoCAD Web App

- Lead Designer, transforming existing products to new cloud-based design
- User interface redesign
- Created product's modern look and feel
- Developed working prototypes from low to high fidelity with diverse media, for testing and implementation

Human Interface Style Guidelines

- Built a shared design language for multiple major Autodesk products, including AutoCAD, Fusion, Recap and more
- Introduced cohesive design experience across the company

AUTODESK | Visual Designer

Feb 2012-July 2014 | San Francisco, CA

- AutoCAD desktop: created the new look and feel, including updates to the UI and over 1000 icons
- Developed the user experience for AutoCAD product family including web, desktop and Mac versions

AUTODESK | Web Specialist (Intern)

June 2010-Aug 2011 | San Francisco, CA

- Established, redesigned, implemented, and maintained division webpage
- Assisted senior executive's visual communication

NATIONAL CENTER FOR HIGH-PERFORMANCE COMPUTING | User Interface Designer

Jan 2009-July 2009 | Hsinchu, Taiwan

- Designed over 10 dynamic CSS-based templates
- Established employee intranet

FREELANCE | Designer and Developer

2000-2009 | Taiwan

- Produced several web design projects for schools, universities, hotels, and architectural firms
- Clients: National Ping-Tung Girl's High School, Archising Architect Office, Institute of Manufacturing Information and System NCTU and more