

# justin liu

Digital Product/UX Design • Front-End Development

[www.justin-liu.me](http://www.justin-liu.me)

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

Bachelors in Computer Science

Expected Graduation: Spring 2020

## Skills & Tools

### Design Product, Branding

Sketch, Figma, InVision, Zeplin, Illustrator, Photoshop, After Effects

### Development

Javascript (React, Node), HTML5/JCX, CSS (Styletron, Aphrodite, Sass), C++, C

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

- Designed and developed experimental products to test ideas on Uber's network
- Designed a self-service support experience for Uber Freight truck drivers that cut down inbound calls by 44%
- Implemented a responsive queueing interface with Uber's Fusion web front-end to facilitate Greenlight Hubs and reduce cost per interaction

## **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 demo website with React to showcase mixed reality ad formats

## **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 print and digital marketing collateral for weekly events
- Designed new website and membership portal alongside rebranding

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

- Worked with the Dragon infotainment system team as a UI/UX consultant post internship
- Designed mockups and provided assets for CES 2015 customer demo