portfolio
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CLAIRE LIU

SKILLS

Design/Product UX/UI design, visual design, moderated and unmoderated user research (click tests, usability, surveys, task validation), prototyping, journey mapping, user interviews and testing, agile/XP/lean startup

Business data analytics, logistics/time management, research, social media, fundraising, verbal and written communications

Tools Figma,Sketch, Invision, Freehand, UserZoom, Adobe XD, Illustrator, Photoshop, Microsoft Office/GSuite

PROJECTS

Not the Police, Co-Founder
Sept '20 - Jun '21 | Chatbot which guides people to police alternatives
- 2021 award winner and grand prize finalist, awarded $10K in funding from the UC Berkeley Big Ideas contest
- Interviewed and tested chatbot with Berkeley Police Department, City of Berkeley response services, UC Berkeley police, campus social welfare outreach coordinator, and campus mental health response services
- Received letters of intent and support from Berkeley City Councilmember Rigel Robinson and UC Berkeley homeless outreach coordinator Ari Neulight
- Researched and interviewed several UC Berkeley law and political science professors to fully understand the history, patterns, and statistics behind police violence

EDUCATION

UC Berkeley
2017 - 2021, GPA 3.78
Management, Entrepreneurship, and Technology Program
B.S. Industrial Engineering & Operations Research
B.S. Business Administration

WORK

Bank of America, Experience Design

Jul '21 - Present | Merrill Lynch Benefits OnLine
- Leading designs for the modeling experience of Benefits OnLine plan administrators and employees
- Redesigning and modernizing Benefits OnLine site using internal design system in Sketch
- Analyzing video and written responses of over 300 participants across several studies through UserZoom to report difficulties and confusions in workflows

Summer Analyst - Experience Design

Jun - Aug '20 | Merrill Edge Guided Investing (MGI)
- Conducted user research for Benefits OnLine accounts on environmental, social, and governance (ESG) investments by crafting and deploying surveys through userzoom
- Synthesized data from 150 respondents, page analytics, and competitive analysis to map out insights about customers' confusion and misconceptions
- Designed low-fidelity prototypes on Sketch and InVision
- Presented 3 recommendations, later implemented, for page redesign, content strategy & page hierarchy to the Head of Experience Design and Design VPs

Pivotal Software, Product Management Intern

Jun - Aug '19 | PaaS that helps enterprises operate & scale software
- Discovered 10+ features to integrate into the developer-facing UI on Pivotal application service by collaborating with 6 teams
- Prioritized features based on user need/impact, build time, team dependencies, and alignment with business strategy/vision
- Designed MVPs through Figma, created user workflows and demos, and conducted qualitative user interviews for continuous feedback
- Practiced agile/lean startup methodologies: balanced team, build-measure-learn loop, and user-centered design