

# Shantelle Liu

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## CONTACT

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## ABOUT

Lead Product Designer with **8+ years** of experience specializing in growth, monetization, and 0 to 1 product experiences. Proven track record of driving double-digit conversion lifts and multi-million dollar revenue impact through data-driven design.

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## SKILLS

### Design

Figma | Lottie | Framer | Principle | Proto.io | Flinto | Adobe Creative Suite | Design System

### AI

Cursor | Lovable | v0 | Replit | Figma Make | ChatGPT | Claude | Gemini

### Research

UserTesting | Hotjar | Amplitude | Optimizely

### Technical

HTML | CSS | JavaScript

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## Activities

- Jury** Indigo Design Award '26
  - Guest Speaker** DDX Innovation & UX Conference
  - Guest Speaker** Women in Tech Global Conference
  - Keynote Speaker** International UXistanbu
  - Board Member** San Diego Experience Design
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## EDUCATION

Sep 2017 - Mar 2019

### University of Washington

Master of Communication in Digital Media

Sep 2013 - Jun 2017

### Communication University of China

Bachelor of Arts in Journalism

Bachelor of Fine Arts in TV Directing

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## EXPERIENCE

### Lead Product Designer, Growth, ClickUp

May 2025 - Mar 2026

- Own end-to-end growth design across the entire in-app product experience in activation, monetization, retention, and user access management
- Lead revenue driven design initiatives, including AI credits, free trial, in-app checkout, and usage dashboard, delivering over \$2M+ annual recurring revenue
- Partner with PMs, engineers, and data analysts across multiple squads from concept to execution, including roadmap planning, discovery, user research, wireframes, prototypes, and design QA

### Senior UX Designer, Online Growth, Zoom

Feb 2023 - May 2025

- Led a team of 4 designers driving 2x conversion rate through checkout redesign and exceeding MRR targets by 133% through optimizing payment and billing management
- Managed full design lifecycle from concept to launch, including ideation, customer journey map, wireframes, prototypes, production, and quality assurance
- Established a standardized design process adopted across the broader design org

### eCommerce UX Designer, Zoom

Aug 2021 - Feb 2023

- Designed experience for zoom.com, covering all stages of eCommerce process, including product listing, purchase flows, upgrade funnels, and post-purchase management serving 10M+ users
- Drove data-driven design decisions by integrating user interviews, usability testing, A/B testing, and qualitative & quantitative analysis with a cross-functional product team
- Expanded and optimized the design template library, reusable components, and design system

### Interactive Designer, Apple

Jul 2019 - Jul 2021

- Produced design solutions with the Marcom team for apple.com, Apple Online Store, native iOS Apple Store App for high-profile product launches
- Designed high-fidelity wireframes, UI design, prototypes, motion concepts for buy flow improvements, seasonal campaigns, and Apple Card promotion
- Contributed to Apple's Human Interface Guidelines optimization and maintained visual consistency across Apple's digital ecosystem

### UX Visual Designer, Microsoft

Apr 2019 - Jun 2019

- Worked closely with a multidisciplinary design team to design Microsoft Family's user experience and user interface for new and existing products on web and mobile apps
- Created conceptual ideas and designed iOS Family Safety App flows within visual systems

### Visual Design Intern, City of Seattle

Jun 2018 - Mar 2019

- Designed and produced graphics and visual assets across web, social media, display ads, email newsletter, and print media
- Created brand style guidelines to keep the visual design consistent across platforms
- Produced a series of campaign videos that achieved a 50% lift in social media impressions

### Visual Communication Specialist, University of Washington

Jan 2018 - Jun 2018

- Led the digital and print designs for Global Flipped Classroom Initiative under the Office of Provost, including flyers, icons, posters, social media collateral, and web design
- Created promotion videos to aid in the seamless communication efforts across the university