

Xintong (Shantelle) Liu

CONTACT

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ABOUT

I am a user experience designer and a visual designer creating minimalist, user-centric, and pixel-perfect experiences to tell the story of a brand.

SKILLS

InDesign | Illustrator | Photoshop

Premiere | After Effects | Sketch

InVision | Proto.io | Figma

Flinto | Principle | Framer X | Wireframing

Information Architecture | Prototyping

User Research | Design System

EDUCATION

University of Washington

Master of Communication in Digital Media

Sep 2017 - Mar 2019

Featured Courses:

- User Research and UX Strategy
- User-Centered Design
- UX Design With User Psychology
- Visual Communication Design

Communication University of China

Bachelor of Arts in Journalism

Bachelor of Fine Arts in TV Directing

Sep 2013 - Jun 2017

- Received Excellent Thesis Honor
- Ranked top 2%

EXPERIENCE

Senior UX Designer, Zoom

Feb 2023 – Present

- Leading a team of 4 responsible for optimizing online checkout, designing new product introductions, improving payment and billing management, and increasing online revenue
- Managing design projects from concept to launch, including ideation, customer journey map, wireframes, prototypes, production, and quality assurance;
- Helping establish a process for design kick off and handoff across web and native platforms.

eCommerce UX Designer, Zoom

Aug 2021 – Feb 2023

- Designed user experience for zoom.us, covering all stages of the eCommerce process from product listing to purchasing, as well as upgrade funnels and user billing management;
- Collaborated with a cross-functional team to make data-driven design decisions by integrating user research, A/B testing, and data analysis;
- Optimized and expanding the design templates and design system.

Interactive Designer, Apple

Jul 2019 – July 2021 • via TEK Systems

- Created design solutions with the creative and technical disciplines for <http://apple.com>, Apple Online Store, Apple Store App, and email communication;
- Design deliverables included wireframe, UI design, prototype, design concepts, and animation;
- Have worked on product launch, buy flow design, transaction improvement, seasonal campaigns, and design system optimization.

UX Visual Designer, Microsoft

Apr 2019 – Jun 2019 • via Robert Half

- Worked closely with a multidisciplinary design team to co-design user experience, interaction, and user interface for Microsoft Family's new and existing products on web and mobile apps;
- Created conceptual ideas and designed end-to-end user flows within visual systems.

Visual Design Intern, City of Seattle

Jun 2018 – Mar 2019

- Designed and produced graphics and visual assets for website, social media, display ads, email newsletter, and print media;
- Created brand style guidelines to keep the visual design consistent across platforms;
- Created a series of campaign videos that increased 50% of the engagement rate and impression rate on social media.

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, poster, social media collateral, and web design;
- Created promotion video to aid in the seamless communication efforts across university borders.

Graphic Design Intern, United Nations Development Programme

Apr 2017 – Jul 2017

- Designed a variety of social and digital materials to support the communication campaigns targeted to Asia-Pacific audience;
- Executed a social media campaign, which gained over 89,000 views globally.