

Clément Liu

User Experience Designer

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EDUCATION

University of Michigan - Ann Arbor
M.S. in Human-Computer Interaction
August 2020 - May 2022
UX Research and Design Major
GPA: 4.0/4.0

Northeastern University - Boston
B.S. in Marketing & Interactive Media
September 2015 - May 2020
Interactive Media Major
GPA: 3.77/4.0

Skills

UX Design	UX Research
Ideation	Contextual Inquiry
Sketching	User Interview
Wireframing	Affinity Analysis
Prototyping	Competitor Analysis
Design Systems	Personas
Site Mapping	Storyboarding
User Flows	User Scenarios
UI Design	Usability Testing
Graphic Design	Surveys
Visual Design	Heuristic Evaluation
AR/VR Design	
AR/VR Prototyping	

Tools

Design	Development
Figma	Python
Adobe Suite	HTML
Unity	CSS
Sketch	Javascript
Balsamiq	C#
InVision	
Lens Studio	
Unreal Engine 4	

EXPERIENCE

UX Designer II, EA skate. | August 2022 - Present

Electronic Arts, Remote NJ

- Led UX design for multiple UGC systems on skate., partnering with engineers, designers, and producers to define feature vision, unblock implementation challenges, and ship scalable tools that increased player expression and long-tail engagement.
- Owned end-to-end UX design and shipped a keyframe-based Replay Editor update that empowered players to create cinematic gameplay videos, directly contributing to increased UGC creation and organic social media reach post-launch.
- Established UX writing guidelines for gameplay activities, creating a shared design language (criteria, verbage, signs and feedback) that enabled game designers to work autonomously while maintaining consistent player-facing experiences at scale.
- Led UX exploration for complex systems by prototyping and A/B testing interaction models in-engine, grounding design decisions in qualitative research insights.

UX/AR Designer | September 2021 - June 2022

Collaborative Lab for Advancing Work in Space, Ann Arbor MI

- Launched and designed augmented reality prototypes with end-to-end flows and voice interactions on Microsoft HoloLens 2 on a cross-functional 20-member design and engineering team
- Conducted 2 rounds of expert interviews and 2 usability testing sessions with 5 NASA astronauts to inform UX designs that tackle navigational, geological sampling, and lunar search and rescue challenges
- Led weekly design feedback sessions with engineers through 5 design iterations from lo-fidelity wireframes to high-fidelity mock-ups, following Microsoft Mixed Reality's design system and principles of accessible design

Product Designer, Intern | June 2021 - August 2021

TriNet, Dublin CA

- Pitched to stakeholders and led the creation of an end-to-end user experience map of the internal Salesforce tool, used by 1000+ users on the customer experience team, with 500+ web screens to improve cross-departmental communication and visibility
- Presented to executive leaders of 400+ managers on the importance of UX using the end-to-end experience map, and gained support to redesign the Salesforce experience as a first step in establishing a company-wide culture of design and a systematic framework for design to succeed at scale

UX Designer | December 2019 - May 2020

Generate Product Development Studio, Boston MA

- Drove design and research milestones for a 9-member cross-functional team throughout the full development process from conception to product launch
- Oversaw the visual design of high-fidelity mobile prototypes, by communicating and preparing design documentation for hand-off to the 6-member engineering team
- Led 5 usability testing sessions to solve visual cues and interaction design challenges and to justify design rationale