Jinsong Liu

Digital Product Designer / Portfolio: sylvesterlau.com

Jinsong Liu (Sylvester Lau) is a digital product designer with four years of experience in retail, e-learning and finance. He recently graduated from MA User Experience Design at the University of the Arts London. Holding a continued interest in human-technology relationships, he aspired to become a full-stack designer. His work appreciates collaboration, unexpected processes and measurable results.

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View LinkedIn profile

EDUCATION

2020.10 — 2021.12
University of the Arts London
User Experience Design, Master of Arts

2013.9 — 2017.7
Guangdong University of Technology
Industrial Design, Bachelor of Engineering

WORK EXPERIENCE

2021.10 – 2021.11
Product Designer (Part-time)   W12 Studios
London, UK
Participated in new features design for Verizon TV and Dashboard

2021.3 — 2021.7
UX Designer   UAL Master's Degree Projects
London, UK
Worked with external partners, including: Explored a Human-Robot Interaction research method with body-storming with **Moley Robotics**; and VR exhibition "Silk Road: Asia" with the **V&A Museum**

2020.2 – 2020.8
UI/UX Designer (Part-time)
Guangzhou, China
Design for company's website on Wordpress and e-learning content

2018.5 — 2019.8
Retail Project Design Lead   Runwise Co.
Guangzhou, China
I led the design team of a digitalisation project for Kungfu Restaurant Co, China's top Chinese fast-food brand. Collaborated with project managers, engineers and the marketing team, we delivered an omnichannel online order system (App, Kiosk, Dashboard) with a design system. The project raised online customer retention to 55% and helped the company ready for the unexpected COVID-19 pandemic.

2017.7 — 2018.5
Junior Product Designer   Runwise Co.
Guangzhou, China
I crafted interfaces, illustrations and infographics for Refuel, an e-learning app on lean-product, agile management and other skills.

2016.6 — 2016.12
Interaction Design Intern   ETU Design
Guangzhou, China
I collaborated with senior designers and user researchers to design user flow, wireframes interfaces. Clients included China Mobile HK, China Merchants Bank.

LANGUAGE

English
IELTS Academic 7.5 / CEFR C1

Chinese / Cantonese
Native Speaker

FEATURES

Cited Project in Italian Festival of Complexity 2021
Individual

WeChat Smart Retail Award 2018
Team

SKILLS

Interview
Co-design Workshop
Rapid Prototyping
Design System
Data-driven Design
Agile thinking
Usability Testing
Life Learner

TOOLS

Figma
Sketch
HTML/CSS/JavaScript
Physical Prototyping
Notion
Always trying new tools :)

刘劲松

数字产品设计师 / 作品集：https://sylvesterlau.com

我是一名有 4 年经验的数字产品设计师，曾参与零售、在线教育、金融等领域的数字化转型项目，目前毕业于伦敦艺术大学的用户体验设计硕士专业。我对科技行业和工具类应用有长期热情，在工作中注重团队合作，创意过程和可量化指标，正朝着全栈设计师努力。

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查看领英档案

教育背景

2020.10 — 2021.12	2013.9 — 2017.7
伦敦艺术大学	**广东工业大学**
用户体验设计，文学硕士	工业设计，工程学士

工作经历

2021.10 – 2021.11

产品设计师（兼职）　W12 Studios

英国，伦敦

负责 Verizon TV 智能电视平台及数据后台的新功能设计和优化

2021.3 — 2021.7

用户体验设计师　伦敦艺术大学硕士合作项目

英国，伦敦

参与外部合作项目，包括：与 Moley Robotics 运用 body-storming 探索厨房机器人互动的设计研究方法；与 V&A 博物馆合作，探索疫情下的展馆体验，设计 Silk Road: Asia VR 展览

2020.2 – 2020.8

UI/UX 设计师（兼职）

中国，广州

负责公司官网设计，Wordpress 建站及在线培训课程资料设计

2018.5 — 2019.8

零售项目主设计师　Runwise 咨询

中国，广州

在真功夫餐饮集团数字化咨询项目中担任主设计师，驱动小型敏捷设计团队，与产品经理、开发和市场营销团队深度合作，为客户交付全渠道数字化方案（微信小程序、Andriod 平板点餐系统和数据营销后台）。项目期间逐渐建立和执行从用户调研、敏捷原型、设计系统到测试反馈的设计流程。该项目让顾客留存率提升55%，为随后到来的疫情打下服务基础

2017.7 — 2018.5

初级产品设计师　Runwise 咨询

中国，广州

负责「即能」在线教育小程序设计，与产品经理从零到一搭建产品，工作包含访谈、竞品分析、界面设计、信息图、插画及前端开发对接

2016.6 — 2016.12

交互设计实习　ETU Design

中国，广州

协助高级设计师和用户研究员，参与调研、用户流程规划、交互和视觉设计提案。客户包括招商银行、中国移动（香港）等

语言能力

英语

IELTS Academic 7.5 / CEFR C1

中文 / 粤语

母语水平

成就

Italian Festival of Complexity 2021 研讨会引用项目

个人奖项

微信 2018 年度智慧零售奖

团队奖项

专业技能

用户访谈

共创工作坊

快速原型

设计系统

数据驱动设计

敏捷思维

可用性测试

终身学习者

工具

Figma

Sketch

HTML/CSS/JavaScript

Physical Prototyping

Notion

乐于尝试新工具 :)