

LI-TIEN OU

PRODUCT DESIGNER

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EXPERIENCE

Senior Product Designer | Smule

Aug 2019 - Present

Lead Content squad initiatives and first-time user experience. Work in an Agile environment and collaborate closely with PMs, engineers, and other stakeholders to drive alignment and evangelize user-centered design process.

Product Designer, Growth | Smule

Aug 2017 - Jul 2019

Designed meaningful and impactful metrics-driven solutions to grow the business. Led the design effort to improve onboarding, social engagement, localization, and user privacy across mobile and web platforms.

- Launched Groups v1 to empower the community to grow.
- Introduced Find Friends feature to Onboarding to lift D1 follows.

Interaction Designer | HealthLoop

Nov 2015 - Aug 2017

Worked on clinical-facing side for enterprise hospital systems, patient-facing experience, and internal content management tool. End-to-end design including user research, interaction design, visual design, and prototyping.

- Helped implement GV's Design Sprint as a framework for problem-solving.
- Revamped the email templates, which served as the main entry point for care teams and patients to access the platform.

UX Designer | University of Washington

Oct 2014 - Jul 2015

As a sole designer, I was responsible for building a Learning and Networking Management System from the ground up. Successfully shipped v1 product to Fortune 20 company clients.

UX Design Intern | Trend Micro

Jun 2014 - Sept 2014

Designed "Move Client" feature for OfficeScan, the signature enterprise endpoint security protection solution.

EDUCATION

University of Washington

M.S. Information Management (HCI focus)

National Sun Yat-Sen University

B.B.A. Management of Information Systems

EXPERTISE

Interface Design
Interaction Design
Prototyping
User Research
Visual Design

METHODS

Competitive Analysis
Data Analysis
Design Sprint
Flow Analysis
Heuristic Evaluation
Information Architecture
Storyboarding
User Interview
User Testing
Wireframing

TOOLS

Adobe Creative Suite
Axure
Framer
HTML/CSS/Less
InVision
Principle
Sketch

CERTIFICATES

PMP
Scrum Master

AWARDS

1st Place, Smule Hackathon
2018 | San Francisco, CA
2nd Place, Startup
Weekend Hackathon
2015 | Seattle, WA