

# Xinyu Liu

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## Skills

Service Design

Product Strategy

Design Operations

Design Team Management

UX / UI Design

Qual / Quant Research

Brand / Communication  
Design

Visual Design

Motion Design

## Tools

Figma

Sketch

InVision

Abstract

Principle

Atlassian

Google Analytics

Adobe XD

Adobe InDesign

Adobe Illustrator

Adobe Photoshop

Adobe After Effects

Adobe Premier Pro

HTML / CSS

## Work Experience

### UX Design Lead / Manager

Teva Pharmaceuticals, May 2017 - Present

- Established modern design operations across the organization to support a true research-to-design pipeline within an Agile process.
- Led a design team up to 3 to create end-to-end user experience for 5 mobile applications involving: medication management, health behavior change, clinical trial support, connected devices support, and predictive analytics, and one dashboard for population analytics.
- Collaborated closely with research teams in quantitative and qualitative research to drive decision making.
- Established a precedent for a mature design system comprised of guiding design principles, a reusable component library, and documented processes for design system application and evolution.
- Fostered partnerships with key organization stakeholders such as Global Customer Insights, Brand and Marketing, R&D, Medical Affairs to support the iterative design process.

### Senior UX Designer

Teva Pharmaceuticals, December 2015 - May 2017

- Led user experience design of all patient-facing mobile applications, collaborating daily with product managers, developers, and internal stakeholders.
- Introduced and drove modern design processes across design team.
- Worked with user researchers to conduct qualitative research to inform design and strategy, and maintain a user research and insight library to enable access and build shared understand across teams.

### Product Designer

GoInvo, September 2014 - July 2015

- Led design of applications and websites for clients, such as Janssen, Partners Healthcare, Seniorlink, etc.
- Designed interactive information visualizations, such as From Bathroom to Healthroom, Understanding Ebola, and Ebola Care Guideline.

### Future Experience Researcher

Samsung, August 2013 - December 2013

- Conducted survey designs, behavior analysis, journey mapping to explore meaningful emergent social behaviors, exchanges, experiences, and spaces.
- Organized an exhibition of future concepts about future life and technology at the Samsung headquarter.