Flora Liu

Product Designer · UX/UI · Interaction Design

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SUMMARY

Product designer with 4.5 years of experience designing features end to end at a B2B SaaS startup. Now studying Human-Computer Interaction at Carnegie Mellon to design for everyone, with accessibility first. RISD-trained illustrator who loves digital art, basketball, and soccer.

EDUCATION

Carnegie Mellon University – MHCI — Expected Aug 2027
Master of Human-Computer Interaction · Coursework: Applied Research Methods, User-Centered Research and Evaluation, Advanced Interaction Design

Rhode Island School of Design – BFA, Illustration — 2015 – 2019

Google UX Design Certificate – Coursera — 2022

EXPERIENCE

UI/UX Designer – Hemlane, Inc. — Apr 2020 – Sep 2024
San Francisco, CA · B2B SaaS property management

- Led design of the Bank Sync accounting feature, helping cut customer churn 41% year over year with 30% adoption in the first 30 days.
- Designed the Services tab and Repair Coordination+ page, doubling weekly package upgrades in the first week of launch.
- Built the Eviction workflows, growing revenue 3% month over month with 5-star reviews.
- Designed the Free Plan marketing and in-app pages, lifting sign-ups 43% month over month.
- Ran product audits and competitor analysis; created flows, wireframes, prototypes, and design-library components in an Agile team.

Graphic Designer – Hemlane, Inc. — Feb 2020 – Apr 2020

- Designed UI and marketing graphics for partner collaborations and online advertising.

Seasonal Production Artist – Paper Culture — Nov 2019 – Dec 2019

SELECTED COURSE PROJECT

CVS Store Map & Trip Planner – CMU — Fall 2026

- Took the concept from research to hi-fi prototype in one month, using AI-assisted tools (Cursor) to speed up wireframing and a starter component library.
- Designed an accessible store map, trip route, and step-by-step guide with optional voice; iterated after usability testing.

SKILLS

Design: UX, UI, interaction design, prototyping, user flows, design systems, accessibility (WCAG), illustration
Research: user interviews, usability testing, surveys, competitor analysis, product audits
Tools: Figma, Sketch, Photoshop, Illustrator, Canva, Procreate, Jira, Notion
Languages: English, Mandarin Chinese (fluent)