Christina Liu

christinaliu.dev christina.yy.liu@gmail.com in/christinayliu/

Experience

Deloitte - User Experience Designer — Sept 2024 - Present

- Redesigned core flows of BenefitsCal, **serving 1.6M+ Californians and 4,814 community-based organizations,** contributing to **3M+ new accounts and 3.9+ million new applications** while sustaining a **99.9% login success rate.**
- Ran **30+ user testing** sessions with various personas across **6 workflows**, surfacing insights that **increased application completion by an average of 5%.**
- Collaborated with a **team of 50 engineers, researchers, and client stakeholders** to turn research and policy requirements into design updates across **8 workflows.**
- Built a **Figma component library** and **interactive prototypes**, used by designers, engineers, and clients alike.
- **Redesigned and adapted** BenefitsCal's CalFresh ABAWD time limits to comply with new federal H.R. 1 requirements, helping reduce benefit-loss risk for **1.1 million Californian adults**.
- **Led 4 workshops** on best user-centered practices for **80+ practitioners, PMs, and engineers** to drive design evangelism within the firm.

Apex Fintech Solutions - UX/UI Design Intern — June 2023 - Aug 2023

- **Spearheaded foundational user and business research**, from user personas to competitive analysis, that defined the core user flows for Apex's first-ever private client environment.
- **Designed and managed the UI design system** for the private client environment using human-centered principles.
- Conducted **20 user interviews** and **converted synthesized findings into interactive prototypes** through an iterative process that improved the experience for prospective and existing clients.

HackDavis - UX Design Director — June 2022 - Feb 2023

- **Rebranded** the annual hackathon event across website and social platforms, reaching **1,350+ student hackers** across the nation.
- **Directed a team of 4 designers** to launch a redesigned website, averaging **250 daily visits**.
- Designed and **launched custom merchandise** line, driving **110+ sales.**

UC Davis Student Affairs - Graphic Designer — June 2022 - Jan 2023

- **Built the brand identity and visual library** for UC Davis' first centralized mental health resources campaign, including logos, typography, marketing copy, and campaign collateral, **increasing student engagement by 78%.**
- Revitalized the brand and identity of **3 internal university departments** through research-led design, **increasing website and social platform traffic by 45%.**

Education

University of California, Davis - B.A. Design — Sept 2020 - 2024

Minor in Computer Science, Minor in Business. GPA 3.89.

- **Awards:** Dean's Honors List, Karla Takahashi Scholarship, Eugene Harvey Bush Scholarship, Adobe Creative Jam x Amazon (**5th** of 655 teams), Adobe Creative Jam x Target (**Top 10** of 250+ teams).
- **Community**: Vice-President of Design (CodeLab), Instructor Assistant (Kode with Klossy), Design Lead (#include), Design Director (The California Aggie)

Skills

Design: User Research, Wireframing, Interactive Prototyping, Brand Design, AI Co-Working, Design Evangelism
Development: HTML, CSS, JavaScript, VS Code, Github, Claude Code

Tools

Figma, Adobe Creative Cloud, Microsoft 365, Procreate, VS Code, Github, Claude, ChatGPT