

# YING LIANG

Cross-disciplinary problem solver pursuing collaborative business opportunities in tech & design

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## SKILLS

Design Thinking  
User Research  
Heuristic Analysis  
Sketching  
Wireframing  
Storyboarding  
Prototyping  
Graphic Design  
Web Development  
Brand Management  
Content Strategy  
Advertising Strategy  
Copywriting

## TOOLS

Adobe XD  
InVision  
Photoshop  
Illustrator  
InDesign  
HTML/CSS/JS  
Access/mySQL  
Qualtrics

## EDUCATION

**Miami University**  
**(Aug '13 - Dec '17)**  
3.85 GPA

B.A. Interactive Media  
B.S. Entrepreneurship  
B.A. Cognitive Psychology  
B.A. Professional Writing

## UX PROJECTS

**Be Bold (2018)** — B2C makeup app startup idea: conducted market research, audience analysis, usability tests, & created app prototype

**Raincheck (2017)** — User-centered design for expense-sharing app: conducted competitive/heuristics analyses, tree test, card sorting, & usability tests for rapid prototype

**Armoire (2017)** — Startup improving eCommerce retail: product fit, interviews, InVision prototype & pitch deck

**NYIS (2017)** — Designed user-centered web experience for international law firm's student ambassador program with agile scrum: eyetracking, contextual interviews

**17 Strong (2017)** — Developed new style guide/logo & conducted usability test on print ad for advocacy group

## EMPLOYMENT

**Strategy Intern, Grey Midwest (Jun '19 - Aug '19)** — Collaborated with data science, creatives, project managers & account directors to deliver strategic insights to Fortune 500 clients in healthcare, CPG, & food industries

**Brand Manager, ConnXus (Feb '18 - May '19)** — Led brand & content team, trained summer intern, redesigned asset library & oversaw email drip campaign for supply chain SaaS

**Content Intern, ConnXus (Oct '17 - Feb '18)** — Researched procurement industry to create strategic, value-add content for supply chain professionals & small businesses

**Media Intern, IPToolworks (Jun '17 - Aug '17)** — Created content & style guide for law firm software startup, conducted usability testing on website

**Tech Intern, Ingage Partners (May '16 - Sep '16)** — Developed B2B print material for IT consulting firm with focus on the needs of IT talent, layman, & client audiences