

LinkedIn
yufangliang

E-mail
yufngliang@gmail.com

Website
yufangliang.com

SPECIALTIES

Prototyping
Storytelling
UX Research
Usability Testing
Interface Design
Graphic Design
Interaction Design
Heuristic Evaluation
Competitive Analysis

TOOLS

Figma
Axure
Sketch
Adobe XD, Ai, PS
Maze
Userbrain, UsabilityHub
Jira

LANGUAGES

Mandarin
English

EDUCATION

National Chi-Nan University
BA in information management

National Chi-Nan University
BBA in information management

YUFANG LIANG

User Experience | Interaction Design

EXPERIENCE

Product Designer

Actiontec Electronics

Nov 2020 – Present | Taiwan, US(CA)

Working in a multinational team with product managers and engineers to ensure quality, establish the north star and schedule. Work involves problem & scope definition, early-stage exploration, ideation, usability test, and documentation.

- Lead the design of the core product, Optim, on web and native mobile app
- Tailor comprehensive bespoke UI components for Optim products
- Optimize design workflows to improve front-end collaboration and efficiency.

Freelance UI/UX Designer

Aug 2020 – Nov 2020 | Based in Taiwan

- Kick-started the design process with low-fidelity concepts
- Provided design and brand marketing consulting
- Designed customized style guidelines, illustrations, and marketing assets
- Built modern, standards-based web experiences

System Analyst

Tung-I Information Service Co.

Nov 2018 – Sep 2019 | Taiwan

Project: IBM Solutions for core banking transformation – E.SUN Bank

- Designed the transaction services UI and user flow, and conducted integration tests
- Maintained the regular updates for the banking system