DANNI LIU

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PROFESSIONAL EXPERIENCE

UX Team Lead | GroupSaver - University of Toronto | Oct 2023 – Dec 2023

- Created low-fidelity wireframes and a mid-fidelity prototype for GroupSaver, an e-commerce platform for group buying, featuring smart group matching, transparent tracking, and discount discovery, resulting in a functional product that enhances savings for online shoppers.

- Supervised workstreams for a team of **6**, identified dependencies, and resolved roadblocks to ensure project deadlines were consistently met, achieving a **100%** on-time project delivery rate.

- Planned and executed mixed-method research, including surveys, user interviews, and usability testing, to validate user needs for deal-seeking and challenges in accessing group buying, informing key features like cost breakdowns, and product reviews and ratings.

UX Designer | Textile Museum of Canada - University of Toronto | Nov 2023 – Dec 2023

- Conducted card sorting to redesign the information architecture for the Textile Museum of Canada's website and created a new navigation system with a dropdown menu, thereby enhancing user engagement.

- Performed a content inventory analysis to identify gaps and redundancies, created a new "Community Engagement"' page, integrated the "Collection" and "What's On" sections, and removed outdated content, significantly streamlining the site's navigation and content accessibility.

Design & Marketing Coordinator | Ontario College of Traditional Chinese Medicine | May 2023 – Aug 2023

- Collaborated with cross-functional partners to execute UX strategies for the "International TCM and Acupuncture Summit Forum" website, aligning content with user needs and brand voice, leading to a **30%** increase in registrations and a **20%** rise in website traffic.

- Created multi-media marketing materials, including event posters, flyers, and social media graphics, following brand guidelines, thereby boosting its brand recognition among the school's target audience.

Communications Assistant | Institute of Hospitality and Tourism Research | Sept 2022 – Apr 2023

- Managed the Institute's social accounts, optimized its content strategy, and planned and posted workshops and events content, increasing followers across all accounts by **12%**.

- Developed intuitive registration forms for the Institute's workshops and events, set up automated email reminders for events, and created user onboarding guidance, leading to a turnout of over **50** attendees per virtual event.

EDUCATION

Master of Information–User Experience Design | University of Toronto | Sept 2023 – June 2025 (Expected)

Bachelor of Arts–Creative Industries | Toronto Metropolitan University | Sept 2019 – Apr 2023

SKILLS

Specialties: Usability Testing, User Interviews, Surveys, Data Analysis, User Journey Mapping, Information Architecture, Wireframing, Prototyping, Accessibility Design, Interaction Design, Web Design, Mobile Design, Design System Building

Technical: Figma, Adobe Suite, Canva, InVision, Miro, Optimal Workshop, Microsoft Office Suite, Balsamiq, Qualtrics, Python