

# DASHAN LIAO

Product Designer

A detail-oriented product designer with a diverse portfolio spanning tech startups and global companies. Seeking opportunities to further innovate and elevate user experiences in a dynamic environment.

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## EDUCATION

### University of California, Davis

Bachelor of Arts, Design  
2020 - 2022 | Davis, CA

### De Anza College

Computer Information Science  
2018 - 2020 | Cupertino, CA

## DESIGN PHILOSOPHY

- Pay rigorous attention to detail.
- Design responsibly.
- Spark ideas with the team.
- Continually fuel my curiosity.

## AWARDS

### Best Design, HackDavis 2022

Apr 2022 | Davis, CA

## SKILLS

Figma	UX research
Adobe XD	Usability test
Sketch	User interview
HTML/CSS	Wireframe
Javascript	Rapid prototype
Webflow	User & task flow
Framer	Journey map
Spline 3D	After Effects
WordPress	Elementor

## EXPERIENCE

### UI/UX Designer at Jenoptik AG

Aug 2023 - Present | Remote | Contract

- Collaborated with designers and front-end developers to redesign and prototype Jenoptik's IoT web platform
- Revamped interactions, layouts, and information architectures, significantly enhancing the user experience
- The redesigned product received positive feedback from Jenoptik's stakeholders and is now in the development phase

### Member of Creative Staff at Lossless Research

Jun 2023 - Present | San Francisco, CA | Full-time

- Spearheaded the design and deployment of Lossless Research's website, driving a 15% increase in interaction rate through iterative prototyping and refinements
- Led the design of Lossless Voice from 0 to 1, delivering an all-in-one platform that allows business owners to efficiently create an AI assistant and manage their business activities
- Collaborated closely with the product team to conceptualize and craft prototypes for the company's core product. Simultaneously, fostered a cohesive team environment centered around user-centric design principles

### UI/UX Designer at Know A Vet?

Feb 2023 - Present | Remote | Volunteer

- Collaborated with the web team to conduct user research to identify the pain points of the current design, information architecture, and branding, and to improve the user experience of a website aimed at helping veterans in the US
- Undertook a user-centric redesign of the website, developed wireframes and prototypes, and conducted usability tests with veterans to validate the updated design

### Freelance Product Designer at Das.Design

Oct 2022 - May 2023 | Sunnyvale, CA | Self-employed

- Designed user-centric websites and products for clients
- Redesigned Pam Callaghan Horticulturist's website to deliver modern visual elements, essential user flows, and clear information architecture, and deployed via WordPress.
- Revamped backend flows to enhance the website's content update experience

### UX Designer & Developer at MindAlert

Apr 2022 | Davis, CA | Hackathon Project

- Collaborated with a UX researcher to design an iOS app focused on helping people in suicidal crisis
- Ideated, designed, and developed onboarding and activation flow to deliver a critical user journey for users to create and activate their Safety Plan
- Designed the brand identity and color scheme for the app
- Earned the Best Design Award among over 100 teams

### Design Intern at Dameihanzi Beijing

Jul 2019 - Sep 2019 | Beijing, China | Full-time Internship

- Collaborated with design and leadership team to create brand guidelines
- Researched, designed, and tested WeChat Mini App for thousands of users
- Designed user journey and iterated user interface for WeChat Mini App launched in Q3 2019