

Mingchi Liu

UX/UI Designer

mingchiliu.com

Linkedin: in/mingchi-liu/

mingchiliu.work@gmail.com

EXPERIENCE

Pulpo AR | UX Researcher and UX/UI Designer

May 2023 - PRESENT | New York, NY

- Conducted usability testing and heuristic evaluations for a makeup virtual try-on app, website, and dashboard. Identified and documented over 50 user-unfriendly issues, leveraging experience in the cosmetic industry.
- Synthesized user research and applied systems design thinking to develop practical design solutions.
- Created wireframes and developed color correction and lighting enhancement prototypes using AR technology and AI solutions to visualize and test design concepts.
- Collaborated with cross-functional teams to ensure design feasibility and implementation. Improved user experience, resulting in a 20% increase in conversion rate and a 10% rise in user engagement.

SciGen VR (CNA Training in VR) | UX/UI Designer

May - June 2023 | New York, NY

- Conducted usability testing and heuristic evaluations to identify areas for improvement in user experience.
- Created wireframes, prototypes, and visual designs using tools such as Figma and SpaceXR, contributing to a 15% increase in project efficiency.
- Collaborated closely with stakeholders to understand the business needs and user goals.

New York Institute of Technology | Project Lead

2022 - 2023 | New York, NY

- Planned, organized, and executed over 20 academic workshops and events, including sessions on Gravity Sketch, Figma, and Unity Engine.
- Managed the NYIT Digital Art and Design Department Lab (HIVE), maintaining over 130 pieces of emerging tech equipment and systems, including VR devices (Meta Quest 2, Meta Quest 3, Meta Quest Pro, PICO, Magic Leap), 3D printers, and KAT Walk.

Tennis Esports VR | UX/UI Design Consultant

March - April 2023 | New York, NY

- Worked remotely on the UX design of the VR app prototype and website, conducting usability research and heuristic evaluations within the Oculus Quest VR environment.
- Collaborated with the marketing and development teams to present research findings and design solution recommendations to address usability gaps.
- Improved the onboarding and dashboard menu for beginners, added gamification elements to boost engagement, and used Figma and ShapesXR for wireframing, resulting in a 15% increase in navigational efficiency.

DKSH Taiwan | Marketing & Public Relations Associate

2014 - 2016 | Taipei, Taiwan

- Maximized brand awareness by designing and executing user-centric advertising campaigns across digital and print media, ensuring consistent user experience across different regions. Collaborated with global headquarters on marketing projects and provided localized support, ensuring cohesive user experiences across different regions.
- Improved client engagement by designing and managing VIP events, sponsorship activities, and trade events, focusing on seamless user interactions and satisfaction.

ABOUT ME

I am a goal oriented UX/UI designer with a human-centered creative approach and a growth mindset. Drawing from my love for beauty and marketing skills, I make digital experiences smooth as silk.

SKILLS

UX/UI Design
Interaction Design
VR/AR/MR Design
Prototyping
User Research
Usability Testing
Information Architecture
Consultancy
Digital Accessibility

Figma
Unity
HTML/CSS

EDUCATION

New York Institute of Technology

Master of Arts in UX/UI Design and Development

Make-Up Designory

Fashion Make-up Artistry Program

Tamkang University

Bachelor of Arts in Business Management