

Ivan Rickard Liow

Product Designer

About


I'm a Product Designer with a background in science and web development which allows me to be analytical, creative, and technical. I am highly collaborative and get especially excited when uncovering user insights and discovering usability issues. I strive to design useful, usable, and pragmatic solutions that consider the needs of both the business and user.

Contact

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Work Experience

Product Designer

Jan '20 – Present

WorkBriefly

- Designed and updated marketing website to solicit leads from businesses and workers
- Collaborated closely with operations and development in order to discuss feature feasibility and prioritize feature development
- Conducted user research to improve understanding of users and to discover usability issues.
- Created sketches, wireframes, mockups, and prototypes to communicate design intent
- Developed a design system to establish consistency across development and design

UI/UX Designer

Sep '19 – Present

Lambda Solutions (Contract)

- Progressively redesigning the e-commerce/e-learning product offering. To date: Homepage, Order Confirmation
- Proposed lo-fidelity redesigns for the e-commerce experience for one of their financial clients

Web Developer

Dec '15 – Jan '19

Two by Fore Interactive

- Collaborated with design team in order to build websites, implement custom functionality, and develop A/B tests
- Designed Facebook chatbot experiences for clients in order to generate leads and answer questions
- Designed and implemented the automation for capture and upload of employee personal information for client with 160+ employees which minimized the volume of manual data-entry required during transition to new company platform

Skills

Information Architecture

User Research

User Personas

User Stories

User & Task Flows

Experience Map

Sketching

Wireframing

Prototyping

Usability Testing

Visual Design

Mockups

Web & Mobile Design

Agile Sprint

A/B Testing

Tools

Pen & Paper

POP

Sketch

Figma

Photoshop

InVision

HTML, CSS, & jQuery

Projects

RescU

Apr '19 – Aug '19

UI/UX Design, Product Design, Branding - Solo Project

- Utilized a human-centred approach to conceptualize and design a mobile solution to help people with depression live more fulfilling, richer, and happier lives
- Conducted problem space research, user interviews, and usability tests
- Designed user personas, experience map, user flow, user stories, sketches, wireframes, prototypes, hi-fidelity mockups, and marketing website
- Outcomes include one-minute pitch at investor-feedback meetup which received extremely positive feedback on the delivery of pitch and product concept from Founders Institute and Bullrun Capital panelists

3D Hackathon

May '19

UI/UX Design, Team Facilitator - Team Project

- Collaborated in a cross-functional team with data scientists, web developers and other designers in order to develop an MVP for influencers using public data from Mashable
- Lead modified Agile sprint in order to rapidly come up with MVP and acted as a facilitator for the flow of information between the data scientists and developers
- Outcomes include winning the hackathon which was assessed based on our collaboration and achieving the intended user-experience in the MVP prototype

Air France Mobile App

May '19

UI/UX Design, Usability Evaluator - Partner Project

- Conducted a heuristic evaluation and re-design for the 'Book a Ticket' experience in order to assess usability issues
- Outcomes include significantly improving the composition and visual presentation of information to users

Education

BrainStation

Mar '19 – Jun '19

Diploma, User Experience Design

Lighthouse Labs

Sep '15 – Nov '15

Diploma, Web Development

The University of British Columbia

Sep '10 – May '15

BSc., Oceanography & Biology