Ivan Rickard Liow
Product Designer

A dynamic product designer with a track record of designing solutions that considers the needs of both the business and end-user to complex problems. I leverage data and user insights to inform decision-making and validate design decisions.

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Work Experience

Senior Product Designer Sep '21 – Apr' 22
UI/UX Designer Feb '21 – Sep '21
SKIO Music

As the lead designer, I collaborated closely with the VP of Product, software engineers, and marketing specialists to regularly ship product updates and features to our community of 650,000 artists. Some of the key responsibilities included:

- Utilizing product analytics to spur discussions around initiatives that focused on increasing core KPIs. Increased monthly active users (MAU) by 75% by implementing onboarding features and gamification mechanics

- Streamlining and standardizing the design process by migrating from Sketch to Figma and creating a design system that contained everything needed to build beautifully designed components

- Maturing the design process by introducing research studies that utilized feedback from user interviews, usability tests, and product surveys to help validate design decisions

- Improving efficiency of the product team by creating detailed user flows, wireframes, mockups, prototypes and other design artefacts

- Ensuring users received the intended experience by assessing quality of build candidates on staging and production environments

Product Designer Jan '20 – Aug '21
WorkBriefly

- Collaborated with operations and development to prioritize product roadmap for the digital platform that connects gig workers with businesses

- Conducted research to gather data on core tasks that helped guide the product team towards more effective solutions. Increased monthly signups by 50% by optimizing the signup process

- Designed and implemented the marketing website to solicit leads from both businesses and workers

Skills

Information Architecture
User Research
User Personas
User Stories
User, Interaction, & Task Flows
Experience Map
Sketching
Wireframing
Mockups
Prototyping
Usability Testing
Affinity Mapping
Functional Spec
Competitive Analysis
Visual Design
Web & Mobile Design

Tools

Whimsical
Pen & Paper
Marvel POP
Figma
InVision
Loom
Slack
HTML, CSS, JavaScript

UI/UX Designer - Freelance   Sep '19 — Feb '20
Lambda Solutions

- Presented wireframes, and mockups to the VP of Product to redesign the homepage and order confirmation of their e-learning product
- Collaborated with Director of Learning Solutions to propose lo-fidelity solutions for the e-commerce experience of one of their financial clients

Web Developer   Dec '15 — Jan '19
Two by Fore Interactive

- Collaborated with the design team to build real estate marketing websites that utilized multivariate testing to increase lead conversions by 15%
- Designed Facebook chatbot experiences for clients that pre-qualified candidates to reduce time spent on low quality leads

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