


# Ivan Rickard Liow

## Product Designer

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I'm a Product Designer with a background in web development, focused on designing scalable, user-centric solutions that drive measurable business outcomes. Experienced in end-to-end experience design, systems thinking, and close collaboration with product and engineering to define ideal experiences and influence team-level roadmap priorities. Currently exploring the integration of generative AI experiences in digital products.

## Work Experience

### Senior Product Designer

Feb '25 - Present

### Senior UX Designer

Jun '22 - Feb '25

Best Buy

- Conducted research and redesigned the Quick Pickup checkout store selector experience, validating key hypotheses and reducing friction, resulting in a +146 bps lift in conversion and an estimated \$10-12M in annual revenue
- Led the design for the Product Listing page (PLP) store selection experience, collaborating with Product Details and Cart & Checkout designers to align on the iterations required to get to the ideal end-to-end experience
- Improved mobile facet engagement by 40% and click-through to product pages for "tv" and "laptop" mobile searches by introducing a quick refinement experience
- Contributed to accessibility improvements for the PLP and CMS components by auditing and annotating UI for screen reader support, colour contrast, and keyboard navigation
- Supported internal innovation by suggesting the use of AI to power a natural language search assistant

### Senior Product Designer

Sep '21 - Apr '22

### UI/UX Designer

Feb '21 - Sept '21

SKIO Music

- Utilized 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
- Streamlined and standardized the design process by migrating from Sketch to Figma and created a component library that contained everything needed to build a consistently designed experience
- Matured the design process by introducing research studies that utilized feedback from user interviews, usability tests, and product surveys to help validate design decisions
- Improved efficiency of the product team by creating detailed user flows, wireframes, mockups, prototypes and other design artefacts

## Skills & Tools

### UX Strategy & Research

User research

Competitive analysis

Affinity mapping

User personas & journeys

Customer problem framing

### Interaction & Product Design

End-to-end UX design

Iteration planning

Responsive design

User flows

Wireframes

High-fidelity prototypes

Component libraries

### AI & Technical Skills

AI prompt engineering

Conversational AI prototyping

HTML, CSS, JS

Full-stack web development

### Tools

Figma

Cursor AI

Git & GitHub

Miro

UserZoom

## **Product Designer**

Jan '20 - Aug '21

WorkBriefly

- Conducted research to gather data on core tasks that helped guide the product team towards more effective solutions. Increased monthly signups by optimizing the signup process
- Collaborated with operations and development to prioritize product roadmap for the digital platform that connects gig workers with businesses

## **Web Developer**

Dec '15 - Jan '19

Two by Fore Interactive

- Built Zapier automations and chatbot experiences for real estate clients to pre-qualify leads, reducing time spent on initial Q&A
- Collaborated with the design team to build real estate marketing websites that utilized multivariate testing to increase lead conversions by 15%

## **Education**

### **Brain Station**

Mar '19 - June '19

Diploma, User Experience Design

### **Lighthouse Labs**

Sep '15 - Nov '15

Diploma, Web Development Immersive

### **The University of British Columbia**

Sep '10 - May '15

BSc., Oceanography & Biology