

YIYI LIANG

TFLSMEDIA.COM

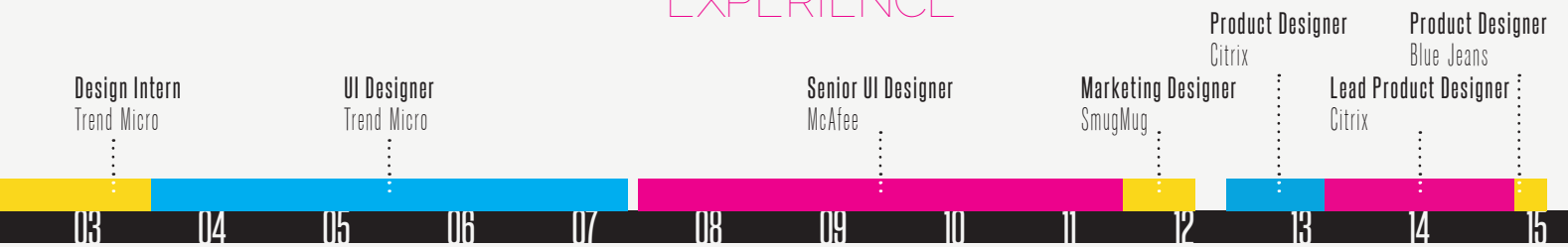
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I Destroy Ugly *and so can you!*

The world is too complacent with minimally viable product, content with pedestrian and ugly experiences. For over a decade I've acquired UI, UX, and visual design experience in assaulting the commonplace and creating transformative, disruptive, emotional and elegantly simple product from the ground up.

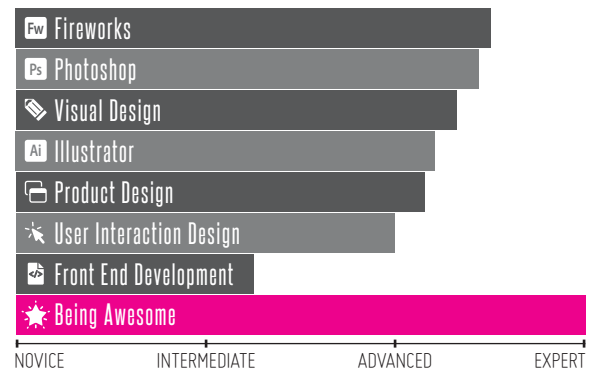
EXPERIENCE



RECENT WORK HISTORY

- 10/14-Now** **Product Designer** BLUE JEANS
 Led cohesive brand and product experience; designed desktop and mobile apps
 * Provided thought leadership and drove brand education
- 2/13-9/14** **Lead Product Designer** CITRIX
 Designed end-to-end experience for enterprise mobility apps and cloud admin consoles
 * Initiated and led admin console design guideline efforts
- 4/12-2/13** **Product Designer** CITRIX
 Designed complete user experience for enterprise mobility admin console
 * Evangelized delightful elegance - progressively revealing complex, yet intuitive product
- 5/11-1/12** **Marketing Designer** SMUGMUG
 Designed, developed, and advised all marketing projects
 * Fully assumed ownership of each project's full lifecycle (ideation, UX/UI design, development)
 * Provided guidance and feedback on all design related discussions across multiple disciplines
- 5/07-5/11** **Senior User Interface Designer** MCAFFEE
 Designed phone, tablet, and desktop experiences; designed and developed marketing projects

SKILLS



GEEKERY *Extracurricular fun!*

