

# WEN LIU

## Senior Product Designer | AI-Native UX Strategist | Enterprise & EdTech Systems

AI-forward Senior Product Designer with 10+ years of experience building scalable SaaS and enterprise platforms across EdTech, security, and complex workflow systems.

### + EXPERIENCE

**Calbright College** ..... 05/2023 - Present

#### Senior User Interface and User Experience Designer

Led end-to-end statewide platform design for a competency-based online education system.

- Integrated AI-driven design workflows across research, prototyping, and validation.
- Accelerated design cycles by ~25%.
- increased user satisfaction from 3.8 to 4.5 (+18%) through data-informed UX optimization.
- Improved session duration by 40%+ via behavioral analysis and journey refinement.
- Reduced administrative workflow time by 30% through system-level dashboard redesign.
- Architected scalable design systems supporting accessibility and cross-platform consistency.
- Partnered with product and engineering leadership to align UX strategy with institutional KPIs.

**DiDi** ..... 04/2020 - 05/2023

#### UX Design Lead /Design Expert

Owned product design strategy for enterprise-grade security SaaS platform.

- Increased trial conversion by 75% through onboarding redesign and friction analysis.
- Elevated UX evaluation score from 4.12 - 7.48 by introducing structured design governance.
- Built a scalable cross-team design methodology, improving delivery speed and product cohesion.
- Leveraged generative prototyping and AI-assisted research to accelerate iteration.
- Aligned UX metrics with product growth alongside data and engineering teams.

**CISCO** ..... 06/2015 - 04/2020

#### Senior UI/UX Designer

Designed enterprise SaaS platforms, including Network Assurance Engine.

- Improved workflow efficiency by 25%+ and reduced task time by 20%.
- Contributed to initiatives generating \$15M+ in revenue.
- Established scalable design systems accelerating feature deployment by 30%.
- Conducted data-driven usability testing for complex technical workflows.

### + EDUCATION

#### CALIFORNIA STATE UNIVERSITY - EAST BAY

Bachelor of Arts (B.A.)

- Art, Multimedia Option

#### Portfolio

www.wensproject.com

#### Mobile

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#### Email

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### + SELECTED IMPACT

#### Calbright College

+40% Engagement Growth

+18% Satisfaction Lift

#### DiDi

+75% Trial Conversion (Enterprise SaaS)

Acquired new clients - 9

Average NPS: 8.3

#### CISCO

\$15M+ Revenue Contribution

### + WHAT I BRING

#### Product & Systems Thinking

- 0-1 & 1-N Product Design
- Complex Workflow Architecture
- AI-assisted UX Strategy & Validation
- Behavioral Data Optimization
- Design System Governance
- Accessibility (WCAG) at scale

#### AI-Augmented Workflow

- Figma (Variables, Dev Mode, Figma AI)
- Generative exploration with Adobe Firefly
- ChatGPT/Copilot for UX Script Writing
- AI-supported usability validation & iteration
- Automation-driven design ops

#### Business Impact

- Conversion optimization
- Retention & engagement modeling
- Cross-functional executive alignment
- Metric-driven roadmap contribution

### + AI-Driven Product Leadership

- AI-augmented product thinking
- Scalable systems & governance
- Metrics-driven decision making
- Cross-functional influence
- Growth & adoption optimization