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| Jun LiangUX DESIGNERWork ExperienceInstructor, Future Sphere Academy, New York MAY 2023 — PRESENT* Led classes and workshops to instruct students on creating digital assets through coding and UX methods
* Developed and designed Coding/UX lesson plans to facilitate students' learning experience
* Evaluate student's coding skills and artistic growth through assignments, projects, and examinations

Freelance Product Designer, Etcheve, New York NOVEMBER 2022 — MARCH 2023* Designed the on-boarding feature and revamped the NFT transaction section for Etcheve saas platform,  increasing users engagement rate by 32%
* Restructured the information architecture of the Etcheve platform, resulting in a 30% reduction in redundant pages and functionality
* Innovated the visual and design system for the product, created and enabled consistency on 90+ UI components and brand experience

Marketing Intern , DMG Investments, New YorkAUGUST 2022 — NOVEMBER 2022* Redesigned DMG's student housing website to be more in line with the company's current mission and adhere to brand guidelines
* Assisted in creating digital content for the company's website, including carousels, banners, and podcast covers
* Supported research and evaluated marketing trends to prepare a marketing campaign for the company's new student housing asset

Freelance Product Designer, Cartier Wechat, New YorkDECEMBER 2021 — FEBRUARY 2022* Led a freelance team to craft Virtual Try-on features to integrate the online shopping experience for Cartier
* Developed 10 iterations of wireframes with A/B testings to determine design outcomes and created interactive hi-fi prototypes
* Conducted interviews and usability tests to collect users' feedback of the mini with 15 interviewees

EducationMaster of Arts, New York University, New YorkAUGUST 2020 — MAY 2022Major: Digital media design for learningSpecialized in ux designMaster of Information, University of Toronto, TorontoAUGUST 2024 — MAY 2026Major: User Experience Design |  | DetailsToronto, 07302, Canada6476324658elliot.liang@mail.utoronto.caLinks<https://www.linkedin.com/in/junliang95/><http://junliangdesign.com>SkillsUX/UI designPrototypingWireframingRapid PrototypingUsability TestingUser ResearchDesign ThinkingCompetitive AnalysisHeuristic EvaluationFigmaAdobe PhotoshopAffinity DiagrammingLanguagesChineseEnglishCantonese |