Fenglyu Liu

Product Designer

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Passionate Product Designer with experience in conducting user research, analyzing data, and collaborating with design and product teams to inform product design and development. Skilled in interviews, surveys, usability testing, and UX design tools.

EXPERIENCE

Bravo Health Inc. | Product Designer | May 2024-Sept 2025

- Led the end-to-end product design and development of a job-matching platform for independent pharmacies and pharmacists in New York, identifying core user needs through market research and field interviews.
- Partnered with engineering to build and launch the platform from the ground up, translating product requirements into an intuitive UX and iterative MVPs.
- Acquired 100+ pharmacy and 80+ pharmacist users within months of launch, streamlining pharmacy staffing operations and validating product-market fit.

Responsible Innovation Lab | Product Designer | Sept 2024-Mar 2025

- Led the development of RADARS (Responsible AI Disclosure & Reporting System), a dynamic tool designed to help early-stage AI startups identify risks and enhance transparency in AI practices, ultimately boosting investor confidence and long-term trust.
- Conducted 13 SME interviews to validate market needs, pivoting from generic Responsible AI to practical risk mitigation solutions.
- Developed smart templates with real-time guidance to streamline AI transparency reporting for early-stage startups.

TikTok | User Experience Researcher | Mar-Sept 2023

- Spearheaded 31 comprehensive interviews, presenting pivotal findings to PM.
- Designed questionnaires leading to data-driven insights that guided strategies for livestream room operations.
- Collaborated on user research reports providing recommendations that shaped business unit strategies.

Gaotu Techedu Inc. | User Experience Researcher | Jan-Apr 2022

- Performed a statistical analysis on referral conversion rates with funnel plots, resulting in enhanced data-driven visualizations and understanding.
- Conducted 11 user interviews, which informed critical design improvements and content enhancements, particularly in educational features.
- Implemented 9 significant product enhancements derived from the Fogg Behavior Model, leading to a 20% increase in conversion rates, and compiled strategic reports that shaped business strategies.

SKILLS

Design

User Flow
Storyboarding
User Journey Map
Empathy Map
Wireframes
Prototyping
Information Architecture

Research Methods

Survey
Interview
Usability Test
Heuristic Evaluation
Contextual Inquiry
Field Observation
User Recruitment

Data Analysis

Correlation analysis
Factor analysis
Affinity Diagram

Tools

Figma | Sketch | Miro
Illustrator | Photoshop
SPSS | SQL

EDUCATION

M.S. Technology Innovation
University of Washington
Sept 2023-Mar 2025

M.S. Information Technology
Tsinghua University
Sept 2022-Jun 2025

B.S. Architecture Design
Tsinghua University
Sept 2017-Jun 2022