

# LINGJIANG LIANG

UX/UI/Front-end Generalist

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## EXPERIENCE

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AUGUST 2020 - PRESENT

### FREELANCE

- Freelance collaboration on money transfer application project
- Work and code on personal Workout app using Swift/Xcode
- Personal goal pursuing. Obtain and practice new knowledge, methodologies, tools, German language, and music
- Parenting

JULY 2018 - AUGUST 2020

### PRODUCT DESIGN LEAD - WANEXE SECURITIES

- Led a cross-functional team (6 staff) to design Forex Trading solutions (Workflow, CRM, Risk Management) to meet the SFC regulation
- Design forex trading applications (Web, Mobile & Desktop traders) for a better trading experience other than licensed solutions
- Conduct UX research with target users and make research-based decisions
- Directed the company branding design and Web design

SEPTEMBER 2015 - JUNE 2018

### PRODUCT DESIGN LEAD - PING AN INSURANCE TECHNOLOGY

- Led a product team (6 staff) to design an R&D management platform for Ping An Group: Agile R&D Process Management, CI/CD Module, Management Backend
- Practice Agile development best practices and implement User-Centered Design
- Conducted UX consultations with various departments, coordinated workable agile development workflow, and implemented it into system design
- Designed the MVP independently, coordinated product development with the development team, and delivered MVP in 4 months
- Designed functions and iterated over 200 iterations for the platform. Conduct A/B testing to validate the design
- Designed product branding visuals and guidelines independently

MAY 2013 - AUGUST 2015

### PRODUCT DESIGNER - QUNAR.COM

- Design Online-payment functions for the Qunar.com App, ensuring product functions delivery, post-maintenance, and optimization
- Collaborate with stakeholders' departments, coordinate and optimize resources to ensure a fluent online payment experience
- Coordinate with four bank partners to provide vendor APIs for backend services

SEPTEMBER 2010 - APRIL 2013

### UX DESIGNER - CHINABANK PAYMENTS

- Design and Front-end development for JD.com online payment and wallet application
- Develop the MVP version web front-end for online payment and wallet independently
- Coordinate with the product development team to ensure product delivery

SEPTEMBER 2008 - SEPTEMBER 2010

### UI DESIGNER - NEW ELEMENT MEDICAL

- Led a design team (3 staff) to design User-Interface for Medical CRM systems and handheld devices
- CRM interface development with web technologies and Microsoft Silverlight

## ABOUT

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I am a designer and Front-end developer passionate about creating better user experiences through aesthetics and problem-solving. I am also particularly interested in new technologies and tools for crafting products.

## EDUCATION

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2005 - 2008

### Peking University

Master of Software Engineering

1999 - 2002

### Shenzhen University

College Degree

## DESIGN SKILLS

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- UI/Interaction Design
- UX Research
- Usability Testing
- Wireframing
- Prototyping
- Illustration
- Branding + Identity
- Responsive Web Design
- Agile Development

## TOOLBOX

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Figma • Sketch • Adobe CC (XD, Photoshop, Illustrator, Premiere Pro, After Effects) • Affinity Designer • Affinity Photo • Affinity Publisher • Logic pro • Ableton Live • HTML • CSS • JavaScript • React.js • Gatsby • Python • VS Code • Swift • Xcode • Git

## LANGUAGE

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- Chinese
- Cantonese
- English Fluent
- German A1.2