Patrick Liang

Product Designer

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patrickvliang.com

408.821.4928

EDUCATION

University of Washington
BS in Informatics,
Human-Computer Interaction

SKILLS

Interaction Design
Visual Design
Responsive Design
Prototyping
User Research
Usability Testing
HTML/CSS
Java

TOOLS

Sketch
Adobe XD
Invision
Principle
Adobe Illustrator
Adobe Photoshop
Axure RP Pro

RECOGNITION

Macy's Idea Lab - People's Choice
Four other designers and I
presented designs for our idea of
how to better support store
shoppers using digital properties.

EXPERIENCE

UX Designer
Macy's.com • October 2018 - April 2020

Partnered with product management and
engineering on creating a more personalized
shopping experience for online customers using
machine learning. Designed solutions that drove
$15M+ revenue for 2019.

Associate UX Designer
Macy's.com • January 2017 - October 2018

Led a responsive redesign of the wishlist feature,
in which customers save items of interest.
Collaborated with creative, business, and
engineering stakeholders while prioritizing
solving for customer pain points from the
previous design.

Executive Development Program, UX
Macy's.com • August 2016 - January 2017

Collaborated with program colleagues from
other business departments to create a concept
of a personalized feed of recommendations.
Assisted senior UX designers on ideation and
low-fidelity wireframes for lean projects.

UX/UI Consultant
Solutions Resource • January 2016 - April 2016

Worked with clients on website redesigns by
gathering requirements, and creating design
wireframes and mockups.

UX Design Intern
Nordstrom • June 2015 - August 2015

Explored and designed mobile web navigation
concepts to reduce customer browsing friction.