Siqi Liu

Senior UX Designer | Creative Artist

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🔗 SEMO Design Studio   🔗 Portfolio Website

EDUCATION

University of Sydney
Jul, 2017 ~ Apr,2019

Interaction Design and Electronic Arts
Master of Arts

Shanghai Univeristy
Sep, 2013 ~ Jun,2017

Microelectronics Engineering
Bachelor of Science

WORK EXPERIENCE

SEMO Design Studio   Founder
Jan, 2023 ~ Now

I founded SEMO Design Studio together with a space designer from DesignAffairs and an industrial design director from the frog Design Studio. At SEMO, we dedicate to bring **delightful experience** to our clients and end users through **solid user research**, **facilitation of AIGC** and **exclusive design methodology**. We hope that our clients and users would **see more value of design** through the product using experience.

Microsoft   User Experience Consultant
Oct, 2019 ~ Dec, 2022

At Microsoft global UX team, I worked closely with **cross-functional team** to bring the best user experience to our customers. With solid user-centric research approach as **envision workshop** and **user interview**, I translate **complex business problems** into **usable design solutions** in the way of wireframes, wireflows, product interaction documents and visual prototypes.

IBM   Consultant - UX Designer
Apr ~ Oct, 2019

PROJECT

Well-Link Portal   Design Lead
Sep, 2023 ~ Now

Well-Link is the first long-term customer of SEMO. Our team leverages AIGC(**midjourney, stable diffusion & comfy UI**) to help them build their business core product - Tesseract, which is a Cloud Gaming Service Platform.

- Generate **design strategy** aligning with Well-Link company's business strategy to make sure the **product scalability and sustainability**.
- Align **product design solutions** and yearly goal with Well-Link stakeholders
- Conduct **user research** to dig deeper user needs in the way of interview and workshop
- Work closely with product manager to **break down features into user stories** and **prioritize them for each sprint** together with the develop team
- Set **design principle,design guideline and design system** for the whole Well-Link Portal eco-system.
- Use **AIGC tools** to build the **visual system** including icons, banners, and easy motions.
- **Lead** and **work with other designers** on visual design, UI design, motion design and UX content correction for Japan market

RioTinto FST Application   UX Consultant
Feb ~ Sep, 2022

RioTinto is building their Field Safety Tool Application, as a ux consultant from Microsoft, I delivered a few workshops to get Personas, user journey maps and pain points for better product design. The whole design strategy is defined based on the PowerApps boundary, customer guideline and user needs.

- **Deep dive workshops** for two different teams
- Find out additional features for better user experience with product manager
- Design solution adjustment **based on technical boundary**
- **Dark mode and accessible design**
- **Design Validation** for next round iteration and better scalability

SKILLSET

Strategy   UX/UI Design   Space Experience Design   Visual Design   Motion Design   Website Design   App Design   MiniProgram Design   Responsive Design   Design Thinking   User Research   Interview   Questionnaire   A/B Test   Design Validation   Bootstrap   Creative Design   Visual Demonstration

TOOL

Figma   Framer   Protopie   Sketch   Photoshop   After Effect   Premiere   Midjourney   Stable Diffusion   Miro   Runway Gen-2   Blender   Cinema4D   Jira   PowerBI

AWARD

Agile Foundation   Accessibility in Action   2022 Q2&4 Rise Award Wineer   2022 Q2 Best Project   2019 Best Rookie