

Ying Liang

www.liangyingstudio.com | lindaliangying@163.com

Product Manager/Product Designer | Beijing, China | +86 17326833826

EDUCATION

California College of the Arts

Interaction Design, MFA | Jun 2014-May 2016 | San Francisco, CA

Zhejiang University

College of Computer Science and Technology | Industrial Design, BA

Sep 2007-May 2011 | Hangzhou, China

University of California, Berkeley

Exchange Program | Jun 2010-Aug 2010 | Berkeley, CA

WORK EXPERIENCE

Ruijie Networks

Product Manager | Dec 2020- Present

- Responsible for planning educational software for K-12 teachers. Planned 8 software tools for teachers who teach Chinese, Maths, English, Physics, and Geography. 4 of them have been delivered.

Senior Product Designer | Jun 2019- Dec 2020

- Responsible for designing educational products, includes hardware and software: analyze and synthesize insights and design opportunities by user research, user modeling, business modeling; lead the integrated design team(product managers, designers, developers) to find

solutions; polish and finalize the design by user testing and communication with stakeholders.

- Manage and standardize the design process: integrate design methods to the IPD process and the Agile process; educate product managers and designers with design thinking methods; lead project teams by using design methods.
- Extract design methods and tools: the application and improvement of systems thinking methods; the application of data analysis in user experience design.

NetDragon websoft inc.

UX Designer and Educator | Dec 2017-Jun 2019

- Designed educational software: a mobile application and a website for -K-12 students, teachers, and parents.
- Educating colleagues with design methodologies.

Huawei Technologies Co. Ltd.

UX Designer and Project Manager | Sept 2011-Sept 2012 | Full-time

- Created the very first product of the telematics project (an in-car software system). Independently supported the telematics project. Led the design team of two researchers and three GUI designers through an in-depth research, collaborative design, and development. Collaborated with a telematics company and a design agency. Worked with developers to realize the product.
- Designed more than 8 products crossing different platforms: mobile apps, tablet apps, in-car software, TV apps, and other special terminals for policemen.
- Managed multiple design agencies. Matched in-house projects with the right design agency.
- Created a UI patent that automatically classifies phone apps (according to information from the cloud) allowing users to find apps easily.

PUBLICATIONS

Designers' Systems Thinking | 《设计师的系统思维》

This book introduces the relationship between design and systems thinking. It provides foundational knowledge of systems thinking for designers and product managers.

Methodological Development in Interaction Design Discipline

This is my graduate thesis book. The focus of my thesis is about two kinds of systematic models: the conceptual model and the mental model. I explored these models through three case studies. This book is a documentation of these three case studies and a methodological development.

PATENTS

- Patent for invention: the invention relates to a display control method, a device, a medium and a device | 一种显示控制方法、装置、介质和设备
Application number: CN202010682927.3
Public number: CN111813362A
- Patent for invention: the invention relates to an information sharing method, a device, a medium and a device | 一种信息共享方法、装置、介质和设备
Application number: CN202010682942.8
Public number: CN111813363A

HONORS

- **Professional Membership** | UXIC
User Experience Industry Committee | Oct. 2018
- **Excellent Author** | UXPA
User Experience Professional Association | Aug. 2018
- **Shortlist Entries** | Lida Korea Nationality Industrial Design Competition
Incheon International Design | Jul. 2010
- **Best Service Design Award** | Nokia 'YOUTH' Mobile Phone Competition
Nokia Research Center | Dec. 2009

SKILLS

- **Communication**

English, Mandarin

- **Graphics**

Sketch, Adobe Photoshop, Adobe Illustrator, Adobe Indesign

- **Wireframes**

Sketch, Visio, Omnigraffle, Axure

- **Programming**

HTML 5, CSS 3, WordPress Development

- **Methodology**

Design Research, Persona, Conceptual Modeling, Information Architecture, Mockup