

LIU Yizhen

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<https://kingeds.com>

Education

University of Colorado, Boulder

M.S. in Creative Technologies & Design

GPA: 4.0/4.0

2022 - 2023

University of California, Davis

B.S. in Computer Science & Engineering

GPA: 3.15/4.0

2017 - 2022

Academic Research / Project Experience

Interactive Design Project - Music Application

Sep - Dec 2023

- Researched and analyzed the needs of potential users (university students in their 20s) through comprehensive market research.
- Designed a mobile application prototype (music software) aimed at regulating users' emotions and stress levels while enhancing the overall user experience.

Smart Device Research @ Duke University

NC, US Jun - Sep 2021

- Applied machine learning in ubiquitous computing and wearable devices.
- Crafted a wearable device with different sensors and added machine-learning functions to the device.

Data Mining and Analysis Research @ Carnegie Mellon University

PA, US Feb - May 2020

- Built a sentiment analysis and prediction model for the 2020 presidential election based on mined social media data and helping cohorts understand the trend.
- Performed experience research on Uber welfare program users by tracking their trips and helping cohorts visualize the effectiveness of the program.

Professional Experience

Product Manager @ SYNCORE

Guangdong, CN Jun 2025 - Present

- Lead in-vehicle virtual personal assistant (VPA) avatar product design at SYNCORE, in charge of performing competitive analysis, user study, requirement design and feature planning etc.
- Maintain collaborative work with GAC Automobile including hyper-realistic TTS, driving support, cloud-based big data.etc.

Co-Founder, Product Manager @ M1ndB10w3r

Guangdong, CN Sep 2024 - Present

- Operated multiple product-design processes including market research, prototyping, user testing, customer service, etc.
- Supervised collaborative projects with independent designers.

UI/Branding Designer, Public Relations@ Designer Studio

Henan, CN Jun 2021- Sep 2024

- Redesigned company branding and product website for international buyers.

- Monitored the company's social media presence for enhanced engagement and visibility; maintained strong relationships with influencers and regional vendors.

UI/UX Design Intern @ APEXUS-TECH

NY, US Jan 2023- Apr 2023

- Developed the user interface for the company's fintech mobile application from scratch including user flow, wireframe, and high-fidelity prototype with Figma and Photoshop.

Assistant Interaction design Intern @ Tencent

Guangdong, CN May 2022 – Dec 2022

- Performed multiple user researches including competitive analysis and surveying on a website service.
- Designed an enhanced prototype based on the comprehensive research findings.

Skills

Professional Skills

- User Interface (UI) Design
- User Experience (UX) Design & Research
- Product/Industrial Design
- Web Programming (Frontend & Backend)
- Mobile Application Development
- Product Management
- Branding Design
- Electronic Design (IoT devices)

Technical Skills

- Design Tools: Figma, Adobe XD (UI/UX Design)
- Programming Languages: Python, C++, Java
- Mobile Development: SwiftUI, Flutter
- Creative Software: Adobe Photoshop, Illustrator, Premiere Pro
- Game Development: Unity

Language Skills

- English (Proficient)
- Cantonese (Fluent)
- Mandarin (Native)

Interests

Interactive Design

- User Experience, Interface Design, Human-Computer Interaction

Wearable Technology

- Smart Textiles, Biometric Wearables, AR/VR Wearables

Artificial Intelligence

- AI in Design, Generative Design, Design Automation

Fashion Design

- Digital Fashion, Sustainable Design, Wearable Art

Computer Graphics

- 3D Modeling, Visualization, Digital Art

Software Art

- Creative Coding, Algorithmic Art, Interactive Installations

Machine Learning

- Pattern Recognition in Design, Predictive Design Models, Neural Networks

References

Available on request