



UX Leader | Design Mentor | Educator

Empowering people to solve big, complex problems together

joy-liu.com linkedin.com/in/enjoyinjoy joy@joy-liu.com +1-626-215-9169

Work Experience

Now

Design Manager, ServiceNow

Santa Clara, California

- Responsible for ServiceNow's customer success experiences, lead experience strategy for key initiatives and co-create roadmap with product/business stakeholders
- Manage a team of 11 designers; overseeing hiring, performance, career development, and design process to help my team do their best work
- Facilitated cross-functional collaboration within the larger customer and partner UX organization, ensuring alignment on design standards and streamlining workflows, and fostering a collaborative and efficient work environment for 20+ designers and researchers

Jul 2019 – Dec 2023

Senior Staff Product Designer / Design Lead, ServiceNow

Santa Clara, California

- Led a team of 6 designers to successfully execute product roadmaps, experience strategies, and resource planning
- Revamped 11+ customer-facing web services with a new corporate theme aligned to updated brand guidelines
- Spearheaded the launch of ServiceNow Impact from concept to deployment in 11 months, the most successful product launch in company history
- Co-created the ServiceNow's workshop facilitation training courses with 3 other designers, empowering and upleveling the entire experience org (700+ employees)
- Created 7 reusable service portal app templates to streamline development and enhance business outcomes in a low-code/no-code environment
- Designed and co-authored 15+ component specs and usage guidelines for the service portal framework in the 2021 Q1 Quebec release

Sep 2019 – Dec 2022

Adjunct Professor, California College of the Arts

San Francisco, California

- Developed course material and taught interaction design, classes include: Intro to Interaction Design, Prototyping, Systems Thinking, and Sponsored Project with Lenovo

May 2017 – Jun 2019

Interaction Designer, Google

Mountain View, California

- Launched vacation rental search in Mar 2019, as a new vertical expansion of the core hotel search product, driving revenue growth and user engagement
- Launched hotel search on mobile in Feb 2018, helping travelers explore and find a place to stay on the go; leading to a significant increase in revenue (+16%) and conversion rate (+20%)
- Enhanced the ads experience to boost user trust and improve search results, resulting in a +10.76% increase in hotel impressions and a +12.63% increase in revenue.
- Led the design of an attribute management system that empowered hotel owners to edit their listings, reaching ~200k more hoteliers on Google My Business
- Managed and mentored two design interns, successfully transitioning them to full-time roles
- Initiated and led internal hackathons and design sprints across multiple offices, fostering internal innovation and collaboration



Apr 2015 – Apr 2017

UX Design Lead of Product Innovation Team, Samsung Electronics America
Mountain View, California

- Led UX/UI design for Samsung’s innovative home appliances and smart devices
- Conducted cross-functional ideation workshops with senior leadership team to identify new market opportunities and define product strategy for mid-to-long term roadmap
- Built and presented 4+ functional prototypes to executive stakeholders, successfully earning greenlight for the team to lead the development effort for go-to-market strategy
- Established high-level product definition and experience for Family Hub refrigerator (awarded CES 2016 Best Innovation Award)
- Oversaw the development of an appliance-compatible Android app as product owner that was later integrated into the SmartThings platform

Apr 2012 – Apr 2015

Senior UX Designer, Philosophie
Venice, California

- Oversaw interaction design, delivered varying fidelity design prototypes, and partnered with engineers for 10+ product launches for start-ups and small-to-midsize companies
- Facilitated sprint kickoffs and product strategy workshops to define vision, identify pain points, and develop roadmaps for clients ranging from payment service provider, e-commerce fulfillment system, education tool for students, and tech retail CMS
- Mentored junior designers and supported engineering teams with minor code changes on Git

Sep 2013 – Dec 2014

Instructor, ArtCenter College of Design
Pasadena, California

- Developed course material and taught four trimesters of undergraduate interaction design courses for senior students, covering research, design, and prototyping

Jan 2011 – Mar 2012

Lead Designer, Miso Media
Venice, California

- Designed end-to-end experiences of music-educational iOS applications, including a learning platform, tuner, and AR drum set. Mentored 2 design interns.

Community Contributions

- Now **Event Co-Chair of Women’s Leadership Summit**, Monte Jade Asian American Mentorship Program, a non-profit that helps Asian professionals gain leadership skills and strategies
- 2021-Now **Design Mentor**, I offer advice and guidance to designers and career-transitioners to help them navigate the world of UX design (*and potentially save some money from bootcamps*)
- 2013 **Event Moderator**, General Assembly - Santa Monica Chapter
- 2013 **Event Producer**, AIGA - LA Chapter

Education & Certificates

- Jul 2022 **Certified System Administrator**, ServiceNow
- Apr 2021 **Certified ScrumMaster (CSM)**, Scrum Alliance
- Oct 2019 **Certified Scrum Product Owner (CSPO)**, Scrum Alliance
- Apr 2017 **CORe: Credential of Readiness, Pass with Honors**, HBX | Harvard Business School
- 2007 – 2010 **Bachelor of Fine Arts with Honors** in Graphic Design, ArtCenter College of Design

Skills Figma, design thinking, product strategy, design sprint, journey mapping, storyboard, wireframing, jobs-to-be-done framework, agile methodologies, HTML5, CSS3, accessibility design, responsive web design, usability testing, focus group research, Adobe CC