



# Hello, I'm **Inin Liu**

Hi~ I'm a full-stack designer with 7 years of experience for social apps in a fast-paced startup company. I'm skilled in effective communication. Plus, I love doodling and animating stuff, and my recent comic series gained 9k followers in just two months.

[hello-inin.com](http://hello-inin.com) [helloinin@gmail.com](mailto:helloinin@gmail.com)

## Work Experience

### **Design Lead**

2018-2023

Beijing, CHINA  
Yuwan Technology

- Led design team worked closely with cross-functional teams to design vital features under high-paced apps iterations.
- Collaborated with the CEO and core leaders to define strategic objectives, roles, delivering high-quality outcomes.
- Contributed to the launch of new International app and redesigned domestic app.
- Played a pivotal role in establishing and maintaining a design system that improved design consistency
- Mentored junior designers, fostering their professional growth.
- Also worked as senior product designer to solve tough problems both on Yuwan (domestic app) and Lemo (Overseas app)

### **Product Designer**

2017-2018

Beijing, CHINA  
Yuwan Technology Beijing

- Responsible for the core product design of the Yuwan app.
- Responsible for all illustrations and animations within the product.

### **Visual Designer**

2014-2016

Cambridge, U.S.  
Build-It-Yourself

- Collaborated with programmers to redesign the online gaming platform's visual identity.

### **Illustrator**

2010-2018

Shenzhen, China  
Shenzhen Education Publisher

- Illustrated cover and back cover artwork, as well as various illustrations for multiple children magazines.

## Skill & Knowledge

- User Interface
- Experience Design
- Visual Design
- Graphic Design
- Branding
- Prototyping
- Animation
- Illustration

## Education

### **SMFA at Tufts University**

Master of Art&Science Class of 2015  
Boston, U.S.

### **JINAN University**

Bachelor of Animation Class of 2012  
Guangzhou, CHINA