

Zoe Liu

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I'm a product designer with **2 years** of experience in **AI and SaaS products**. Self-motivated, adaptable, and collaborative, I thrive in solving challenges in fast-paced environments, building **0 → 1 products**, defining **design systems**, and leading **user research**.

Education

Carnegie Mellon University

8/2021 - 5/2025

Bachelor's | Human-computer Interaction, Architecture | GPA: 4.0/4.0

Skills

Tools: Figma, Photoshop, Illustrator, InDesign, After Effects, Google Workspace, Adobe XD, Adobe Creative Cloud, Cursor, Miro

Design: AI Design, Prototype, Storyboard, Wireframe, User Journey, Persona, Design System, Visual Design, Responsive Design

Design System: Google Material Design, Apple Human Interface Guidelines, SAP Fiori Design System, macOS (OSX), iOS, Android

Research: Qualitative User Research, User Interview, Survey, A/B testing, Usability Testing, Metrics Analysis, Heuristic Evaluation

Coding: Python, HTML, CSS, JavaScript, React

Experience

Founding Product Designer | DeepTutor

3/2025 - Present | San Francisco Bay Area | Full-time

DeepTutor is a conversational AI desktop web for paper-reading.

- Reduced usage friction by 31% and increased retention rate by 23% by solely designing DeepTutor's integration in Zotero.
- Launched DeepTutor in 2 months. Increased 51% of usage by redesigning the website and the design system.
- Boosted collaboration efficiency by 34% by establishing a cross-functional tracking system in Notion for 3 engineers and 1 PM.
- Identified 4 unmet needs through analysis of 120+ user feedback entries, conversation logs, and retention metrics.
- Increased implementation speed by 60% by optimizing workflows, directly editing 100+ lines of front-end code in Cursor to fix 4 usability issues instead of routing requests to engineers.

Leading Product Designer | CayKnight.AI

8/2024 - Present | San Francisco Bay Area | Part-time

CayKnight.AI develops smart dog collars and a mobile app to monitor dogs' biometrics and provide dog owners with health insights.

- Solely designed app prototype from low-fi to hi-fi, visual system, and UI from 0 → 1.
- Reduced 33% of vet cost by providing AI diagnosis of causes on dog health incidences and treatment recommendations.
- Discovered 3 core user needs and iterated 8 product structures by 12 interviews, 107 surveys, and competitive market research.

Product Designer and Researcher | Syval

7/2024 - 7/2025 | San Francisco Bay Area | Part-time

Syval develops an app for Gen Z that combines spend tracking with social sharing features.

- Increased 40% of app usage by defining product requirements, leading 6 rounds of user flow testing, and iterating prototypes.
- Grew user satisfaction by 33% by prioritizing social features identified through 30+ user interviews and persona development.
- Boosted app sign-ups by 38% by launching a campaign site that generates New Year gift lists from users' social media activity.

Product Design Intern | Vianai Systems

5/2024 - 8/2024 | Palo Alto, CA | Full-time

Vianai Systems develops hila Enterprise, a conversational AI web app for financial analysis.

- Supported anti-hallucination effort by 5 iterations of Data Manager redesign, enabling upload and organization of 100+ files.
- Uncovered 2 unmet needs and 2 usability issues by leading 2 client sessions, 5 competitive analyses, and 1 usability test.
- Saved designers ~1 hour per request by launching hila's design system with 120 reusable icons.
- Reduced 10% of user errors and communicated the answering process by designing loading animations through 40+ iterations.

Student Product Designer | ACCESS Transportation System

9/2023 - 12/2023 | Pittsburgh, PA | Co-op

ACCESS Transportation System is an NGO that provides transportation services for seniors and disabled people.

- Reduced manual work by 75%, service costs by 40%, and matching errors by 12% by leading 3 designers and 2 researchers to design a responsive service-matching website with high accessibility.

Founding Product Designer | TennIQ

3/2025 - 7/2025 | Pittsburgh, PA

TennIQ develops a tennis AI coaching app using video recognition to analyze player movements and ball trajectories

- Boosted training efficiency by 40% and cutting coaching costs by 50% by designing the app UI and prototype from end to end.