



## TING LIANG - DESIGNER

### PROFILE

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With a background in business and human-centered design, my strength lies in creating delight through a deep understanding of strategy and user needs.

### WORK EXPERIENCE

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[2019 – present]

#### **Product Designer (UX | UI)**

***Staples Inc., US Retail Print & Marketing, Framingham, MA***

Lead full-cycle design, including requirements gathering, conceptualization, wireframing, prototyping, and delivering development-ready artifacts;  
Drive collaboration with the product team, marketing, and development teams to align business and user goals while championing design excellence;  
Conduct user research using methods such as interviews, surveys, usability testing, and A/B testing to enhance product effectiveness.;  
Define user experience strategy and set performance goals;  
Establish a strong visual hierarchy, a cohesive layout, clear navigations and interactions with an emphasis on following Web Content Accessibility Guidelines;  
Create and maintain UI libraries and design systems;

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Taken ownership of visual design projects from ideation to completion independently in an internal agency setting, serving multinational clients such as Costco, Staples and Sam's Club;  
Created marketing assets, newsletters, web content and promotional campaigns; and  
Maintain and expand on established style guides.

[2017 – 2019]

#### **Graphic Designer**

***Evoke International Design Ltd., Vancouver, BC***

Designed and implemented brand-specific digital and print campaigns;  
Produced internal marketing content and promotional material; and  
Created digital illustrations and motion pieces for user touch-points.

[2013 – 2017]

#### **Senior Tax Consultant - Technology sector**

***PricewaterhouseCoopers LLP, Vancouver, BC***

Collected, organized, analyzed, and disseminated large sets of data with accuracy and attention to detail for various consulting projects; and  
Conducted business research for clients ranging from multinational corporations to tech start-ups.



## TING LIANG - DESIGNER (CONTINUED)

### EDUCATION

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[2020]

**UI / UX Design Specialization**

*California Institute of the Arts on Coursera*

[2017 – 2018]

**Certificate, Communication Design Essentials**

*BCIT and Emily Carr University of Art and Design, Vancouver, BC*

[2013-2016]

**Professional Designation**

*Chartered Professional Accountants of Canada*

[2009 – 2012]

**Bachelor of Commerce**

*John Molson School of Business, Concordia University, Montreal, QC*

### SKILLS

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Design software: Adobe Creative Suite, Sketch, Figma

Wireframing and prototyping: Invision, Balsamiq

Soft skills: Communication, empathy, data analysis, detail oriented, and work ethic

Language: English / Mandarin (fluent)

### CONTACT

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+1 (781) 366 4913

[linkedin.com/in/ting-liang](https://www.linkedin.com/in/ting-liang)

[tingliang499@gmail.com](mailto:tingliang499@gmail.com)