

Wen Liu

Product Design Portfolio



ABOUT ME

Roles and accomplishments

Responsibilities and Projects

Main Responsibilities

- EagleEye Endpoints Protection Platform **end to end UX enhancement**
- **Cross-functional team** products UX supports
- Holding **design workshops, talents training, and knowledge-sharing sessions**

Key Projects

- Build EagleEye entire **design system from scratch**
- Re-design the features related with **audit and control management**
- Cross-functional team support with **UX guidance, supervision, execution**
- Build UX of DiDi **D-Sec endpoint software**
- **Mentor, collaborate with contractor and interns** in multiple projects

Accomplishments at DiDi

75%

EagleEye clients' trial conversion rate
2019 18%, 2020 46%, 2021 62%, 2022 83%

\$6M

Generated revenue with UX Enhancement
in commercialization of the product

8.3

Product average NPS score
13 Clients sample, NPS value 64%

9

New clients acquisition

0-1

Build EagleEye design system

25+

New EagleEye features launched

1,000+

Related product page design

20+

Talent training project completed

ABOUT ME

PRODUCT INTRO

Product overview

EagleEye EPP

Users: **Enterprise Security Operators**

Internal + External Covered: **100K Endpoints**

Internal use

- Internal Security Tool

Commercialization

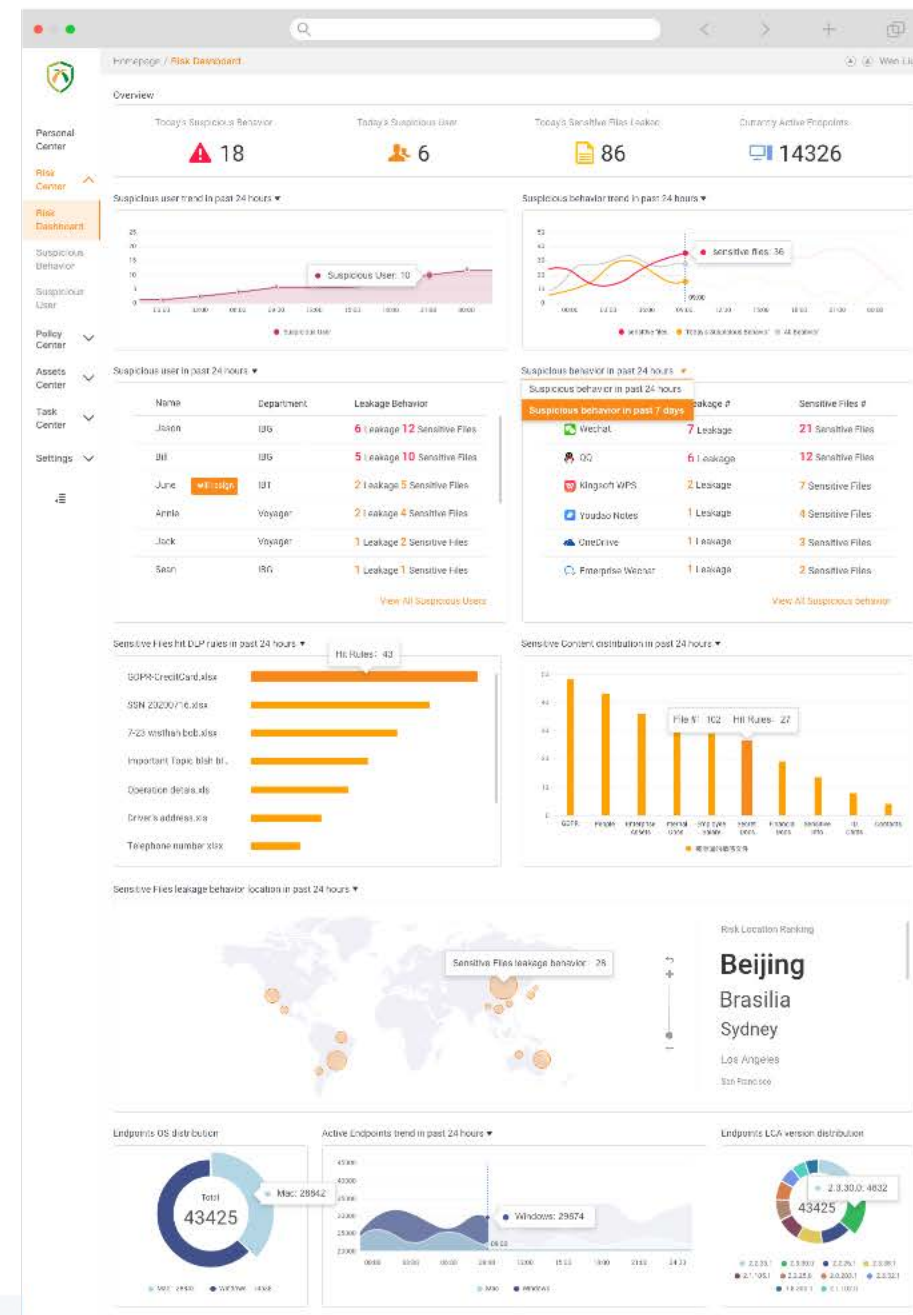
- Market – Approved
- Mature Product

Traditional DLP

- Risk Detection
- Security Audition

EPP Integrations

- TRAD. DLP Features
- Control Management
- Endpoints Security



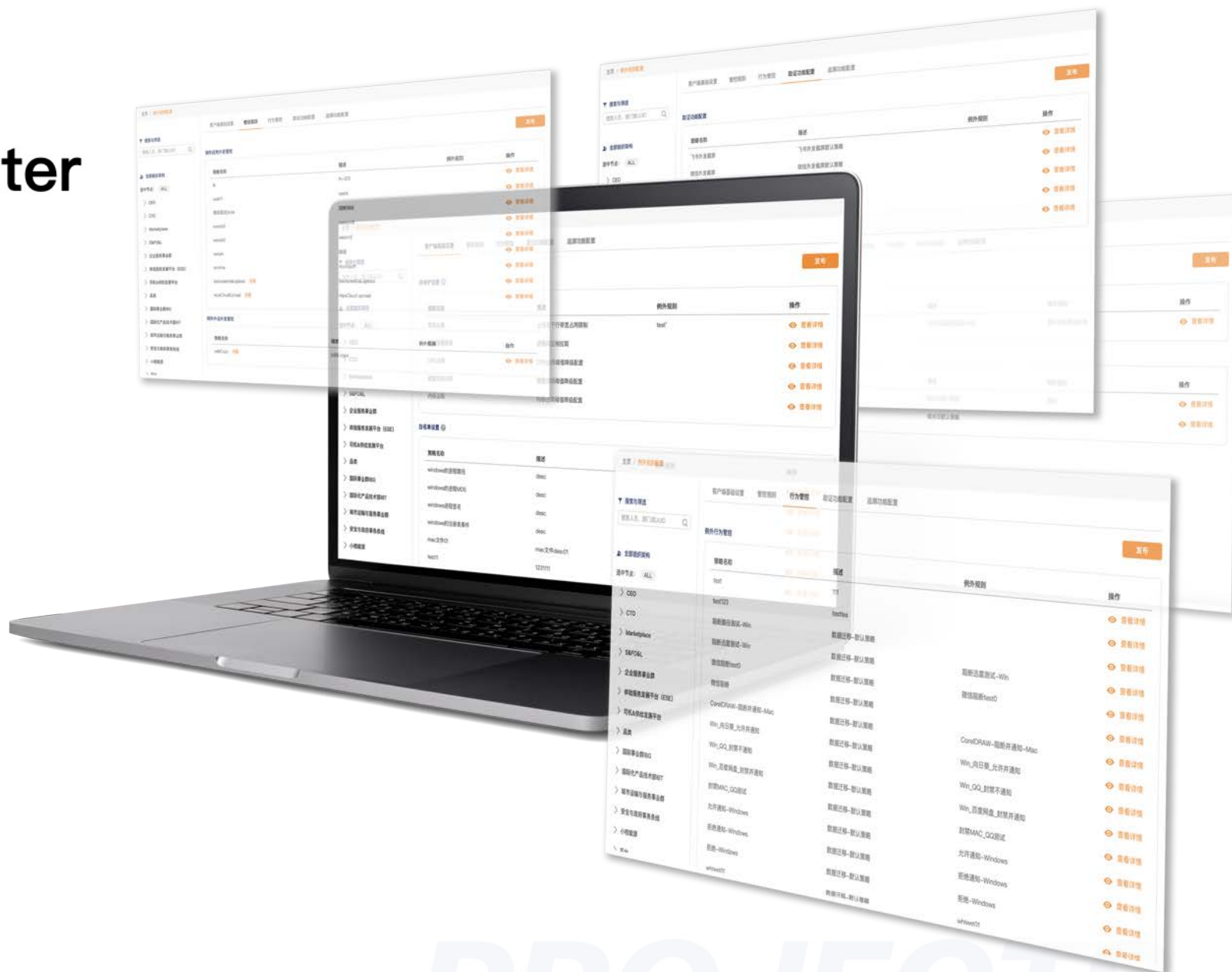
PROJECTS

User Experience Enhancement

EagleEye Policy Center

Re-Design

To effectively address complex problems and enhance user experience, it is crucial to gather and analyze data using established design methodologies. By doing so, it is possible to identify and implement improvements that will increase feature conversion rates, task success rates, and engagement rates.

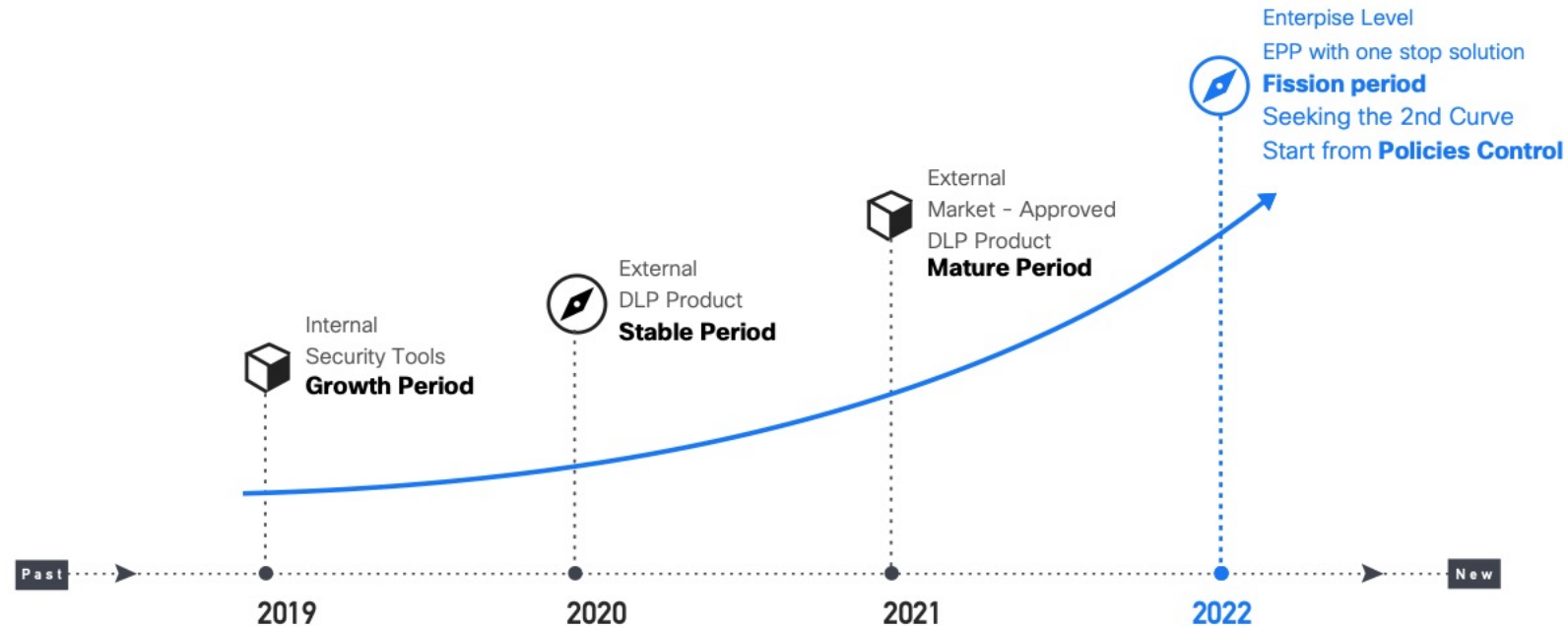


PROJECTS

BACKGROUND

Product observation and growth trend

Business and Users' Goal



BUSINESS GOAL ◦

- Trial Conversion
- Clients Acquisition
- Clients Retention
- Revenue Growth
- NPS Increase
- Market Share

USERS (SecOps) ' GOAL ◦

- Efficiency of Daily Task
- Reliability of Performance
- Meet Flexibility of Requirements
- Lower Learning Cost
- Effectiveness of Cost
- Scalability of Features
- Continuous improvement
- Reduce Insider Risk Rate
- Improve Security Awareness

USER INTERVIEW

Qualitative analysis from existing policy configuration features

User Feedbacks

SecOps	Position	User Scenarios	Pain Point
David Li	Director, Security Operations	<ul style="list-style-type: none">Assessing the impact of departmental policiesHigh-level review of security policies content and structure	Configuration process not start from department level
Kz Wu	Security Operations Manager	<ul style="list-style-type: none">Managing security policies and proceduresManaging insider threats, Identifying and protecting sensitive data	For All / For One interaction process is inconsistent
Bert Wu	Security Operations Administrator	<ul style="list-style-type: none">Developing app related policies and proceduresConfiguring multiple policy control management	Confused on content and feature, feeling useless
Vic Wong	Security Operations Administrator	<ul style="list-style-type: none">Developing app related policies and proceduresConfiguring multiple policy control management	Validation errors when edit, performance issue
Jason Zheng	Cyber Security Administrator	<ul style="list-style-type: none">Developing webapp related security policies and proceduresConfiguring webapp, app blocking control management	Frustrated on workflow, batch operation not userfriendly
Yaoxiong Zheng	IT Security Administrator	<ul style="list-style-type: none">Developing device security policies and proceduresConfiguring device basics, app, app process control management	Complex process on control management workflow
Alex Zhao	IT Security Administrator	<ul style="list-style-type: none">Developing device security policies and proceduresConfiguring device basics, external device control management	The workflow is very confusing, conflicts, validation errors
Jimmy Zhang	Information Security Administrator	<ul style="list-style-type: none">Developing forensics, watermark security policies and proceduresInvestigative multiple policy control management	Interactive confusion, no confidence to use on forensics features
Cherie Wong	Information Security Administrator	<ul style="list-style-type: none">Developing forensics, watermark security policies and proceduresInvestigative forensics, water mark control management	Too much info need to fill on form, hard to complete the daily task
Vicky Yu	Information Security Administrator	<ul style="list-style-type: none">Developing forensics, watermark security policies and proceduresInvestigative forensics control management	Batch operation with performance issue

DATA

Quantitative analysis from existing policy configuration features

Data (7 Days)

Collaborate with data scientists to ensure the data from internal analytics tools are accurate.

Metrics	Attribute	Data	Analysis
Task Completion Rate:	<ul style="list-style-type: none">Abandoned tasksRepeated tasks	40% (poor) 20% (fair)	Users are encountering difficulties Users are having difficulty understanding how to complete the process
Time on Task:	<ul style="list-style-type: none">High average timeHigh standard deviation	20 minutes (fair) 10 minutes (fair)	Process is too complex or time-consuming The process is inconsistent or difficult to predict
Error Rate:	<ul style="list-style-type: none">Frequency of errorsTypes of errors	10 errors per user (fair) 50% syntax errors (fair)	Users are encountering problems during the process of setting Program language used in the UI is confusing or unclear
Click-Through Rate:	<ul style="list-style-type: none">Low click-through rate	2% (fair)	Users are confused about content, lack clear CTA, unappealing UI design.
Engagement Rate:	<ul style="list-style-type: none">Frequency of engagementDuration of engagement	1 time per day (fair) 2 minutes (poor)	Users are not finding the policy configuration feature useful or valuable Users are quickly losing interest or becoming frustrated with the process

VALIDATION

UX Validation on existing policy configuration features

Survey Model

Use Google Heart Model with slightly change, send the survey to 10 SecOps and combine the data from data analytics tools to calculate.



VALIDATION

DEFINE

From user feedbacks, data and survey model

Defined Problem

- ✗ Policy controls were fragmented
- ✗ No policy view from Department
- ✗ Useless of All Device Configuration
- ✗ Complex workflow
- ✗ Performance issue with validation process

The screenshot displays a web application interface for device configuration. The left sidebar contains a navigation menu with categories like Behavior Analytics, Investigate, Forensics, control, Enterprise Assets, Endpoint Management, and Policy Config. The main content area is titled 'All Devices Configuration' and shows a table of 4 devices with columns for Content of Strategy, Strategy Type, Blocking mode, Configuration Status, and Operate. Below this is a 'Special Configuration' section with a table of 7 devices, including columns for Device Or Device Group, Remarks, Operate User, Configuration Strategy, Operate Time, and Operate.

All Devices Configuration

All Devices will be configured, except special configured device.

Content of Strategy	Strategy Type	Blocking mode	Configuration Status	Operate
Baidu Cloud Disk	Applications	Network Block	<input type="checkbox"/>	
Kingsoft WPS	Applications	Network Block	<input type="checkbox"/>	
Printer	External Devices	File Printing Block	<input checked="" type="checkbox"/>	
USB Storage Devices	External Devices	<input type="checkbox"/> File Copy Block <input type="checkbox"/> File Encryption <input type="checkbox"/> Inject Prohibited	<input type="checkbox"/>	

Special Configuration

Special configuration devices, will according to issued actual configuration and not follow any default configuration.

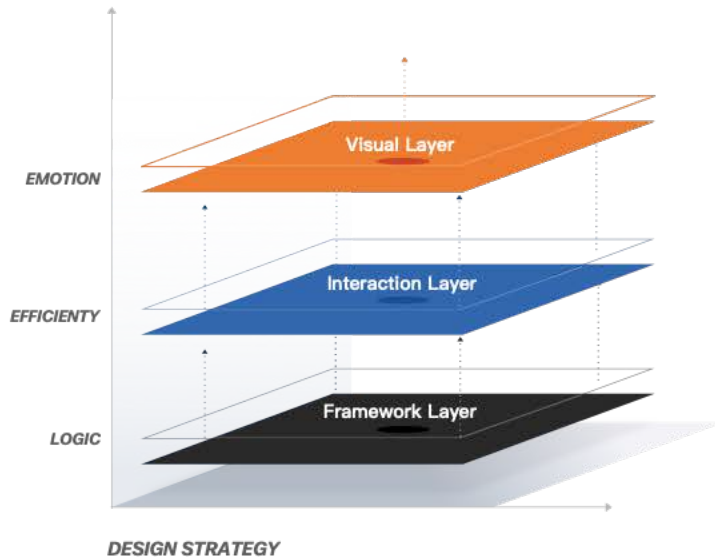
Device Or Device Group	Remarks	Operate User	Configuration Strategy	Operate Time	Operate
...VloJVEdl.8kkx11UxNk9JVEk3QkQ		tianqianqian	Apps: <input checked="" type="checkbox"/>	8/18/2021 17:33:50	<input type="checkbox"/> <input type="checkbox"/>
...DIUSIQ1Q1BQU0SUIY0U1QZTUQ		Wentest	Apps: <input checked="" type="checkbox"/> External Devices: <input type="checkbox"/>	12/17/2020 10:47:24	<input type="checkbox"/> <input type="checkbox"/>
...DMJZCREVDMThQVknJRTJEOUo		jindatest	Apps: <input checked="" type="checkbox"/>	12/17/2020 10:43:07	<input type="checkbox"/> <input type="checkbox"/>

DEFINE

PROCESS

Use Product Thinking for a design solution

Methodology



01 Framework Update

Focus on the product logic to re-build security operation workflow, re-build information architecture to ensure operation easily and meet users' need



02 Efficiency Improvement

Improve basic source, set element priority and optimize display, simplify the workflow to enhance the operation experience



03 Design System Empowerment

Empowering design system is more effective internal collaboration, improving visual experience in security operation scenarios and enhances branding recognition

PROCESS

Why nobody uses All Device Configuration?

What is it?

An important carrier of the overall endpoints configuration

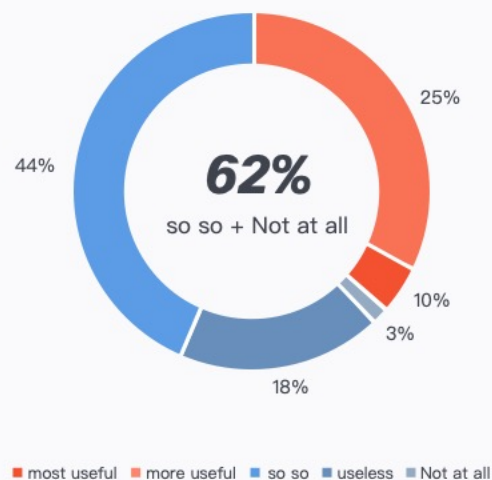
- On/Off behavior
- Conditions need to be accessed

Main channels for security operators and endpoints interaction

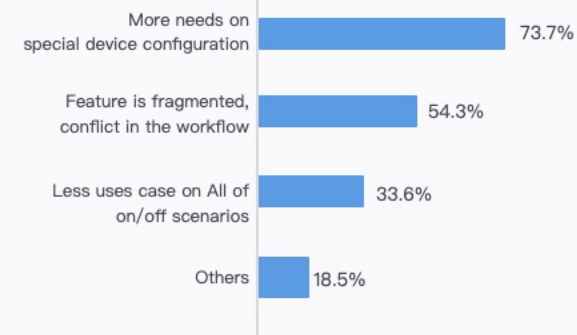
- Endpoints need to be managed in enterprise assets level
- An important configuration channel

How's the user feedbacks?

Current design usability Statistics from SecOps

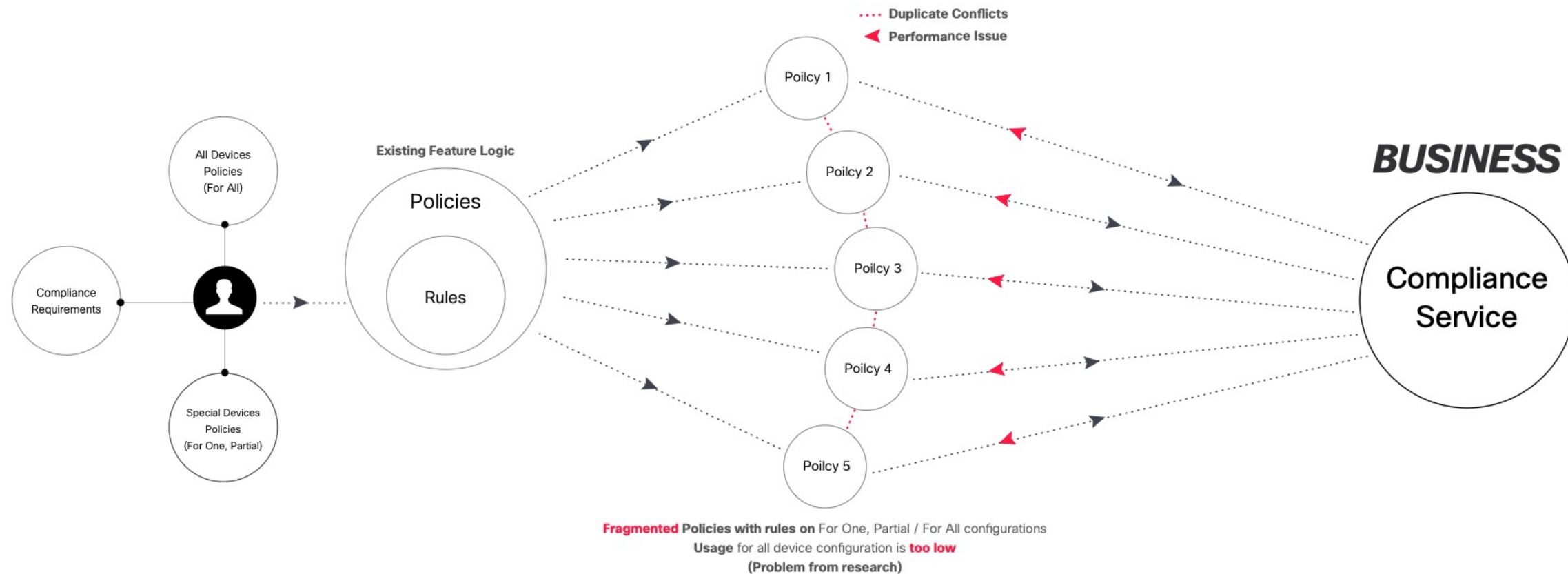


Current design useless reason Survey from SecOps

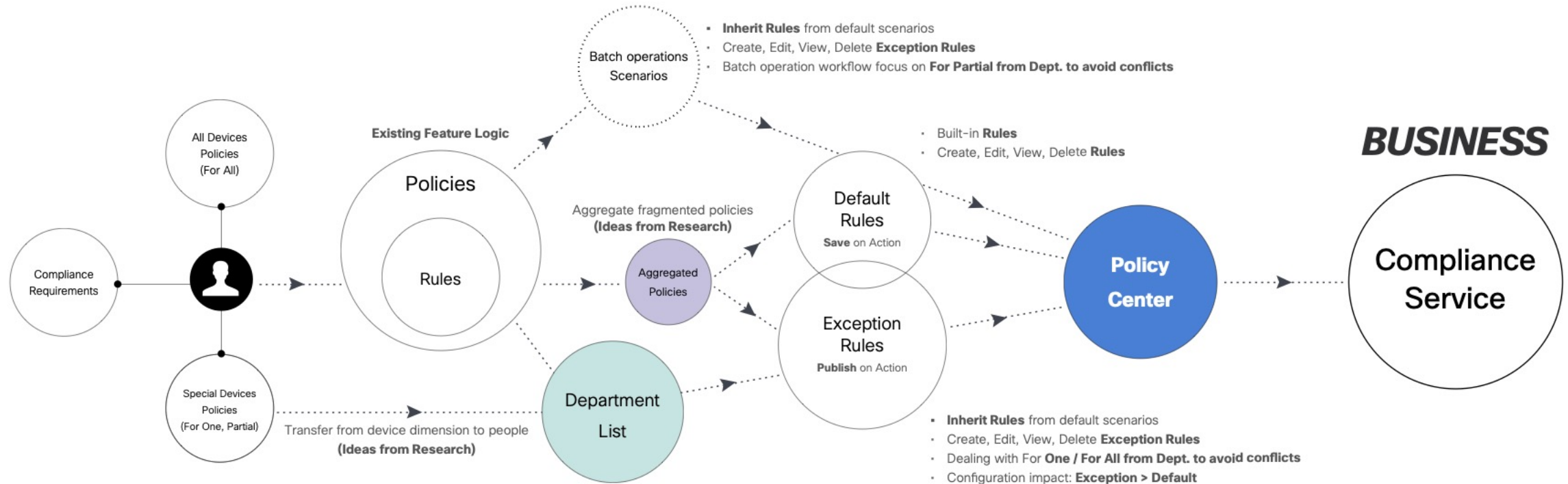


*The data from user interview and survey

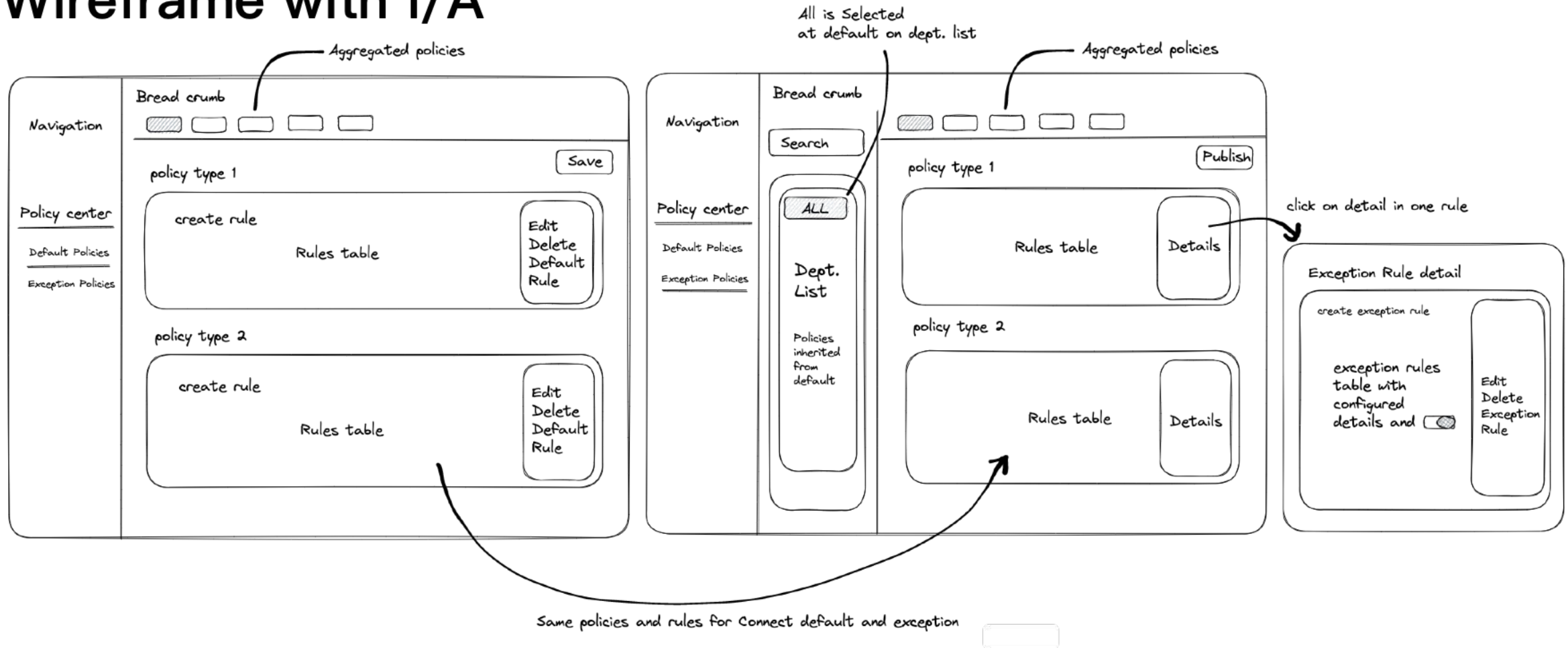
Existing Framework



New Framework Design Thinking



Wireframe with I/A



EFFICIENTY

Efficiency Improvements

Interaction Enhancement

GOAL

All → **Default**

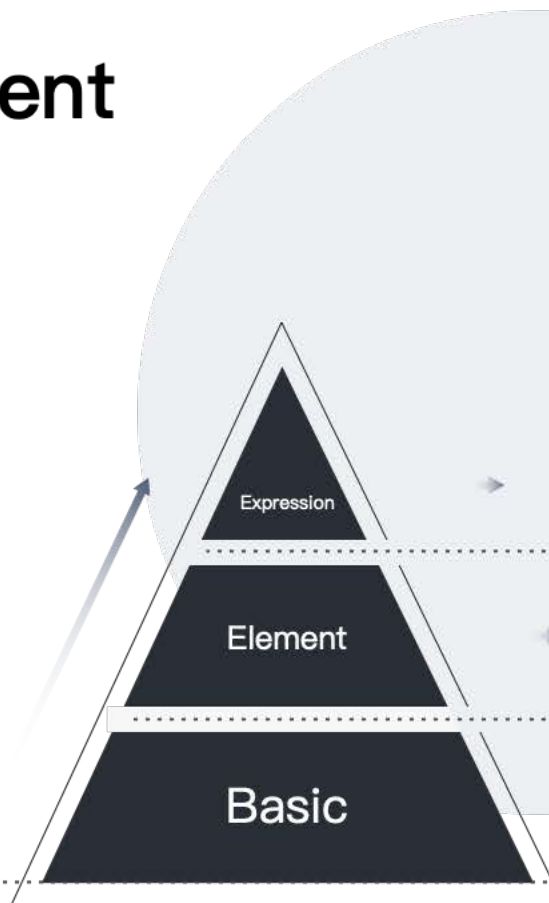
Special → **Exception**

Make the **Workflow** with

High Efficiency



Product Thinking



- **Optimize display, information at a glance**

Shows the unity of relevance and highlights the key content

- **Set Element priority, publish with caution**

Specify Configuration, ensure the priority

- **Improve Basic source, unified management**

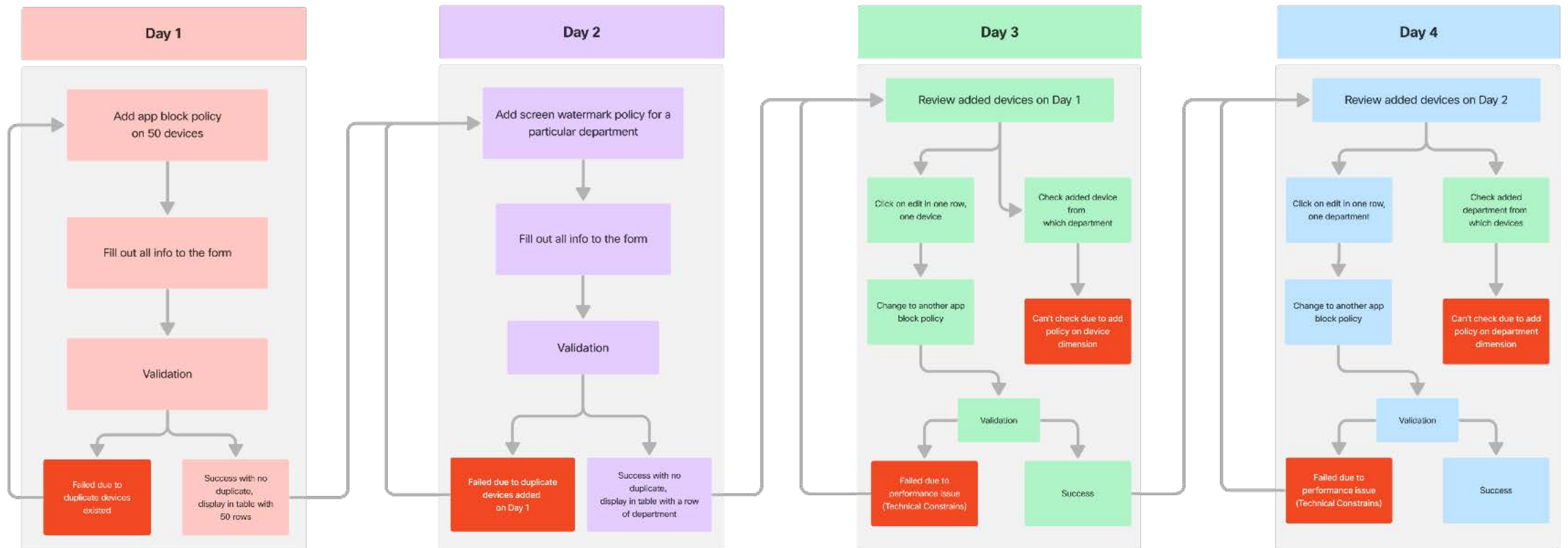
Integrate multiple configurations, establish the function logic

EFFICIENTY

EFFICIENCY

Efficiency Problems

Existing Workflow

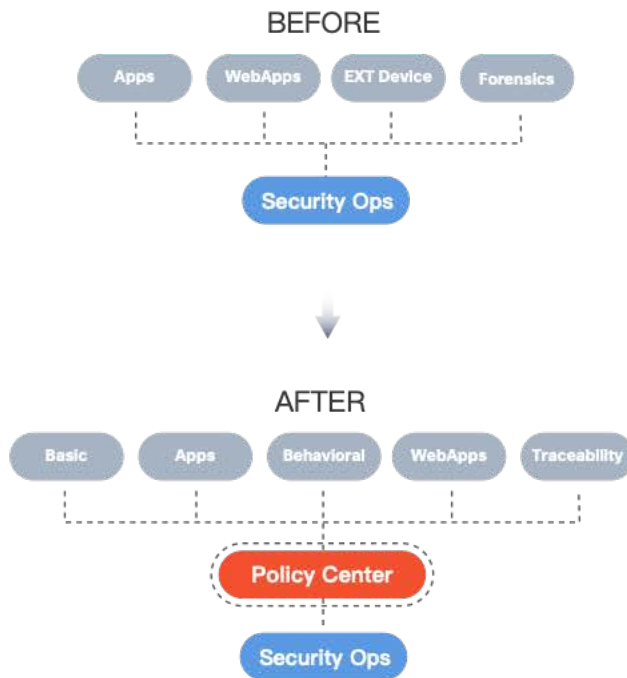


EFFICIENTY

Efficiency Improvements

Basic and Element

01 Improve Basic source, unified management



02 Set Element priority, clear for IA expression

Priority

P0/ Critical
Policies
Department

Clickable Elements of Defaults and Exceptions



P1/ Major
Call to Action in
Landing of DEF, EXC



P2/ Minor
Call to Action in
EXC. Details



EFFICIENTY

Efficiency Improvements

Expression

03 Optimize display, information at a glance

P0 Aggregate fragmented Policy pages to the Tab, place Search and Department list on Exception Policies

P1 Create, Edit, Delete (default), Details (Exception) for Default Rules, place Save and Publish button

P2 Create, On/Off Switch, Edit, Delete, Prioritize for Exception Rules

Default, Exception, Batch Operations Integrate to Policy Center on Nav

Same rules for connection between default and exception

Default Rule Name	Description	Type	Default State	Action
Process Test	protection test	Keep Alive	Off	
DISK Protection	All Disk process enabled	Keep Alive	On	
CPU	All CPU usage peak limit	Assets Control	50%	
RAM Control	All RAM usage limit	Assets Control	500M	

Default Rules	Description	Exception Rules	Action
Process Test	protection test	Self Test, CPU Test, RAM Test	Details
DISK Protection	All Disk process enabled		Details
CPU	All CPU usage peak limit	MacOS-BigSur	Details
RAM Control	All RAM usage limit	Low-End Device	Details

Exception Rules	Coverage	On/Off State	Remark	Operator	Action
Self Test	Device Source: Enterprise Assets OS: Windows	<input type="checkbox"/>	Test	Wenliu	
CPU Test	Device Source: Enterprise Assets OS: Windows, Mac	<input checked="" type="checkbox"/>	Test2	Wenliu	
RAM Test	Device Source: Enterprise Assets	<input type="checkbox"/>	Test3	Wenliu	

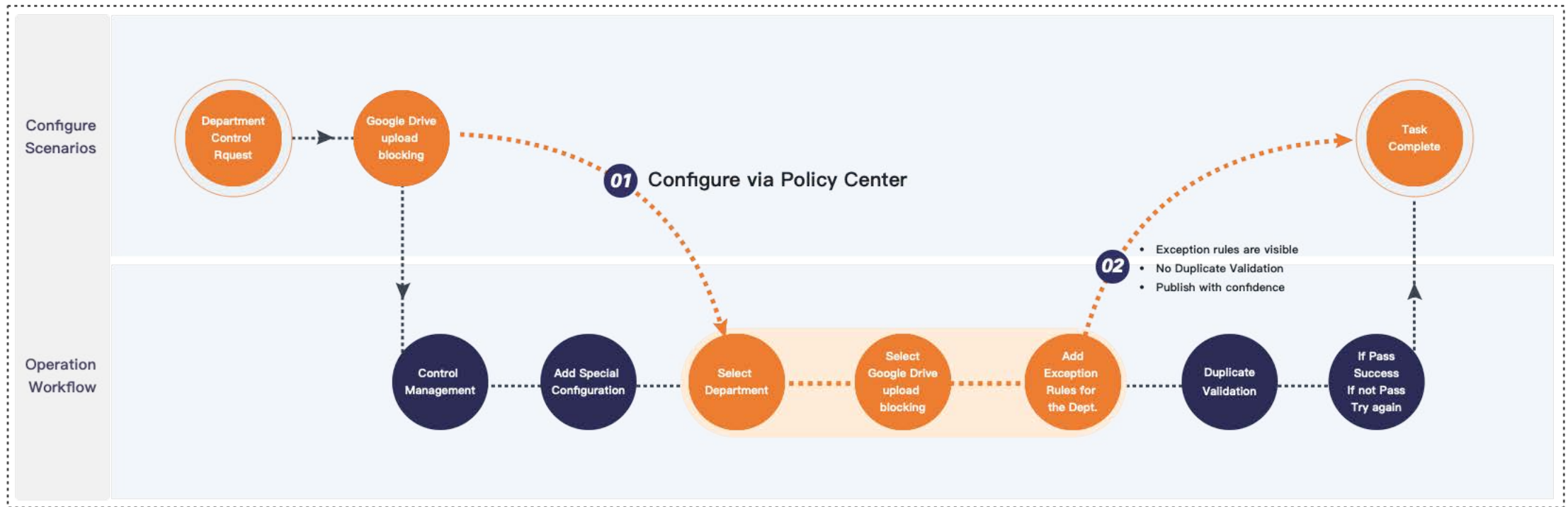
Default Rules	Description	Exception Rule	Action
360	360 white - list		Details
Mac Updates	Mac Updates white - list	Mac-Update	Details
IDEA	IDEA Strategy white - list	IDEA-Rule	Details

EFFICIENTY

Efficiency Improvements

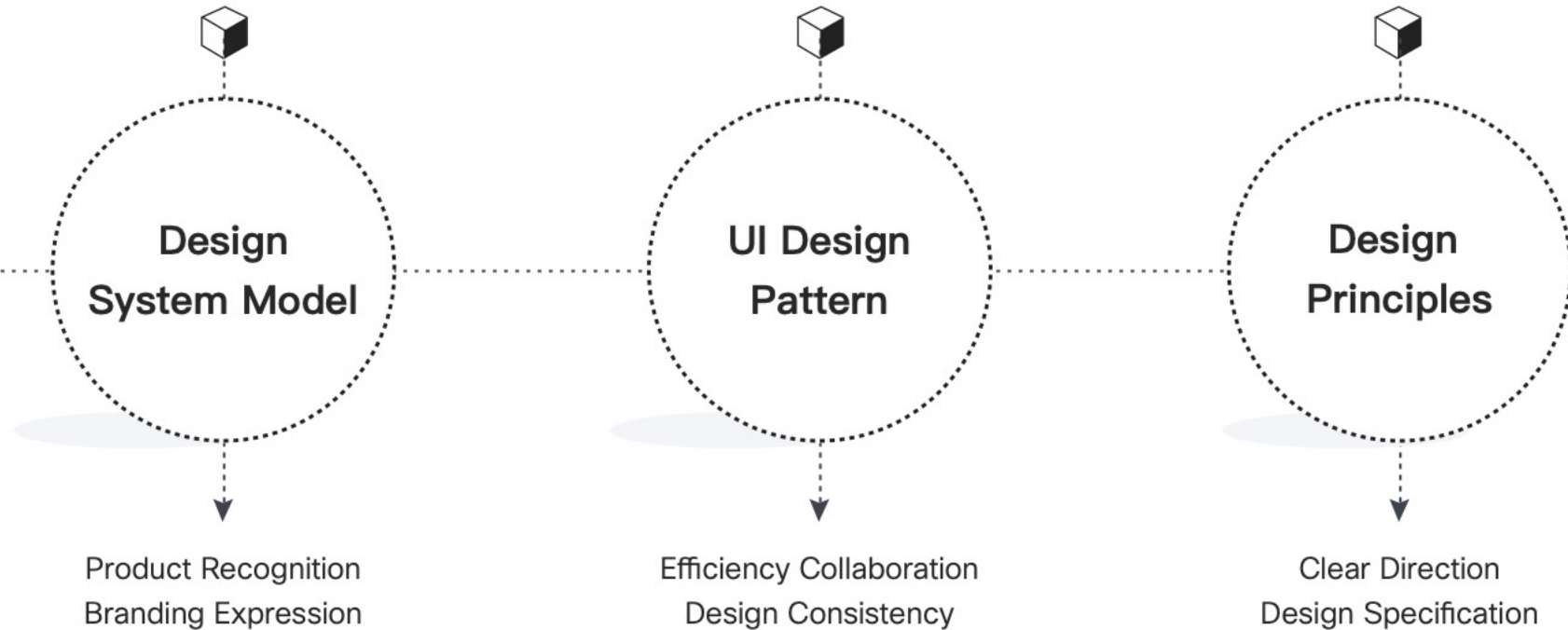
Simplified Workflow

Before 7 → After 3^o





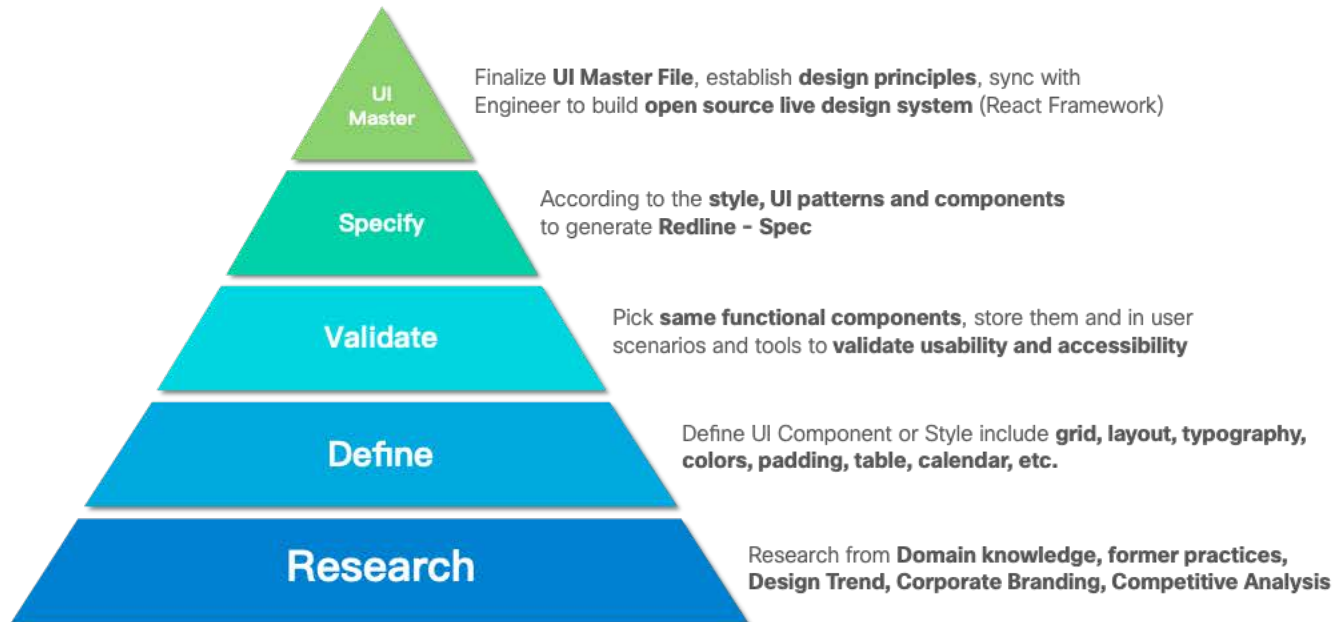
Design System in Operation Scenarios



EMOTION

Design System Empowerment

Design System Model



Major Icons



Colors

Severity Palette



High Severity Palette



Standard Palette

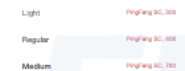


Font Guide

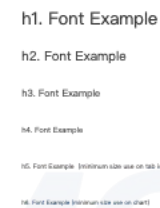
General Font Styling



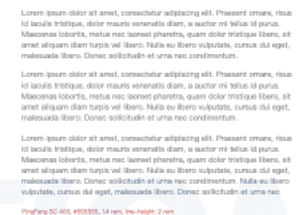
General Font Weight



Heading Font Size



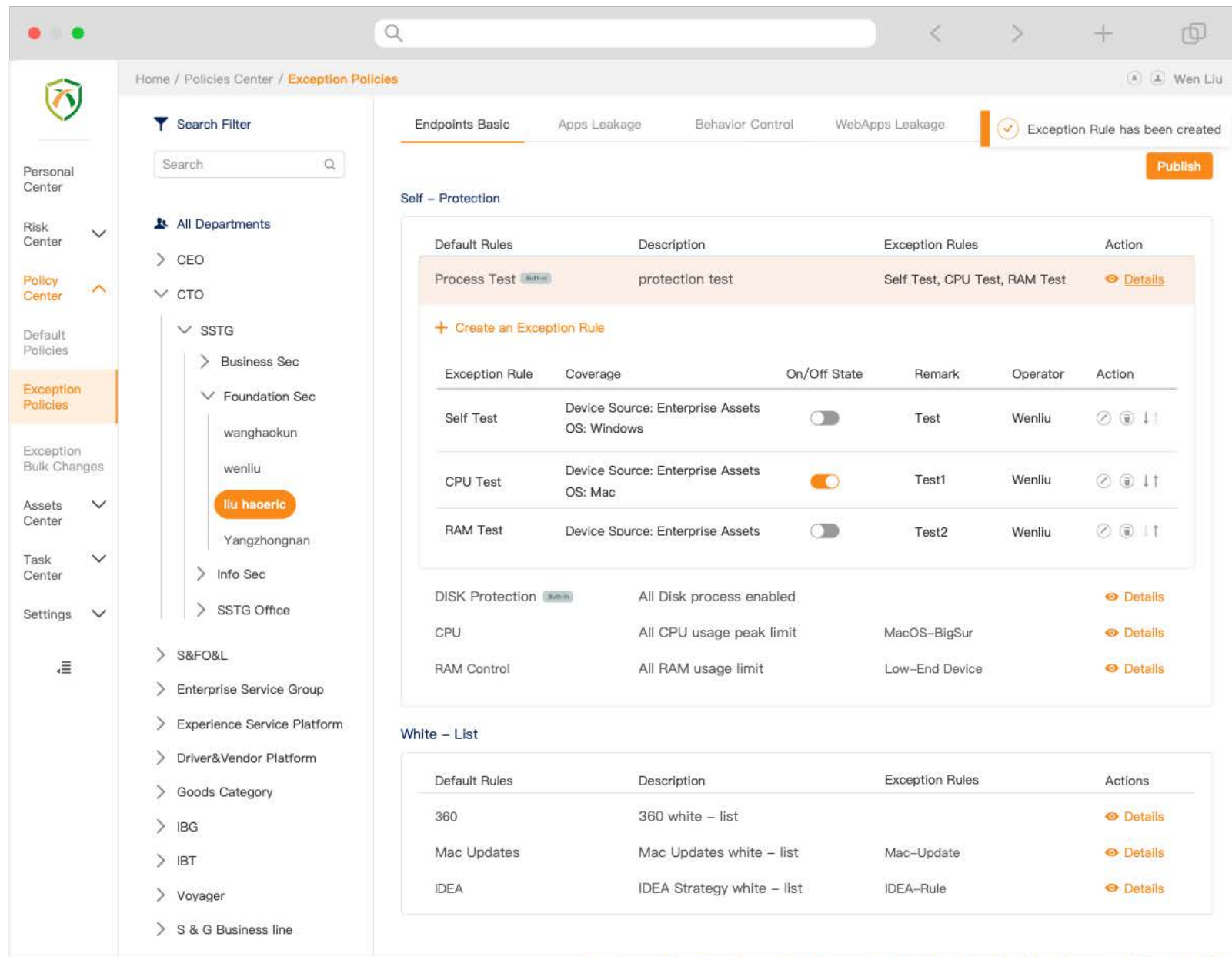
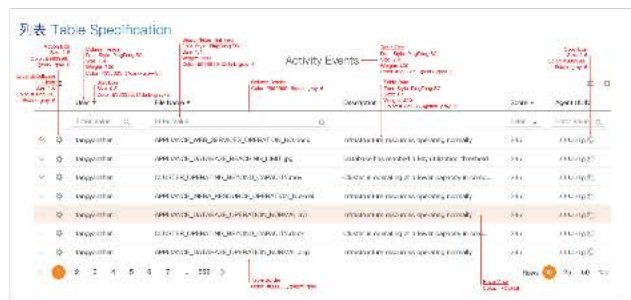
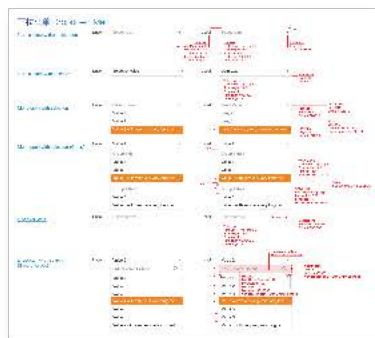
Default Body Font



EMOTION

Design System Empowerment

UI Design Pattern



EMOTION

Design System Empowerment

Design Principles

Clear **Direction** for Implementation



Establish **Design Specifications** (Redline-Spec)



Deliver with **Hi-Fidelity** Mockups



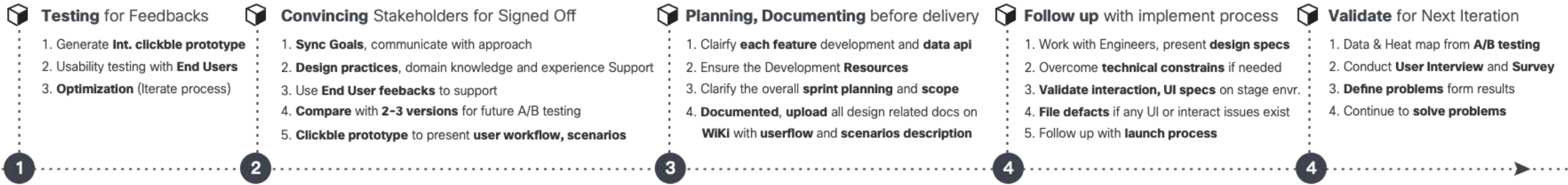
Ensure Product **Standardization**



COLLABORATION

Collaborative Process

Teamwork, Dreamwork



GOAL

Let End Users (SecOps) find the solution

Based on the usability testing result/note, validate and optimize the solution

Testing note: **User need batch operations**

Rule Name	Rule Type	Set Rule	Effective Target	Remark	Type	Operator	Date & Time	Action
<input type="checkbox"/> Low End	Control	Google Drive	Foundation Sec	low end management	Bulk	haokun	2021-07-04 08:25:07	
<input type="checkbox"/> USB	Control	USB Storage	bogontype123	02/20 meeting	BPM	Admin	2021-07-02 05:20:56	
<input type="checkbox"/> Win Mark	Watermark	Dark Watermark	All	All watermark Contr...	Manual	haokun	2021-03-18 02:58:25	
<input type="checkbox"/> Low End	Control	Google Drive	Foundation Sec	low end management	Bulk	haokun	2021-07-04 08:25:07	
<input type="checkbox"/> USB	Control	USB Storage	bogontype123	02/20 meeting	BPM	Admin	2021-07-02 05:20:56	
<input type="checkbox"/> Win Mark	Watermark	Dark Watermark	All	All watermark Contr...	Manual	haokun	2021-03-18 02:58:25	
<input type="checkbox"/> Low End	Control	Google Drive	Foundation Sec	low end management	Bulk	haokun	2021-07-04 08:25:07	
<input type="checkbox"/> USB	Control	USB Storage	bogontype123	02/20 meeting	BPM	Admin	2021-07-02 05:20:56	
<input type="checkbox"/> Win Mark	Watermark	Dark Watermark	All	All watermark Contr...	Manual	haokun	2021-03-18 02:58:25	

COLLABORATION

Convincing Stakeholders

Articulating Design Decisions



The screenshot shows a web application interface for 'Exception Policies'. A modal window titled 'Rule Details - "Process Test"' is open, displaying a table of exception rules. The table has columns for Exception Rule, Coverage, On/Off State, Remark, Operator, and Action. The rules listed are Self Test, CPU Test, and RAM Test.

Exception Rule	Coverage	On/Off State	Remark	Operator	Action
Self Test	Device Source: Enterprise Assets OS: Windows	<input type="checkbox"/>	Test	Wenlu	🔗 🔍 📄 📱 📌
CPU Test	Device Source: Enterprise Assets OS: Mac	<input checked="" type="checkbox"/>	Test1	Wenlu	🔗 🔍 📄 📱 📌
RAM Test	Device Source: Enterprise Assets	<input type="checkbox"/>	Test2	Wenlu	🔗 🔍 📄 📱 📌

Stakeholder Expected: Display a **Rule Details Model** after User click on **Details**

The screenshot shows the same web application interface, but with the 'Process Test' row expanded to show a detailed view of the exception rules. The expanded view includes a table with columns for Exception Rule, Coverage, On/Off State, Remark, Operator, and Action. The rules listed are Self Test, CPU Test, and RAM Test.

Exception Rule	Coverage	On/Off State	Remark	Operator	Action
Self Test	Device Source: Enterprise Assets OS: Windows	<input type="checkbox"/>	Test	Wenlu	🔗 🔍 📄 📱 📌
CPU Test	Device Source: Enterprise Assets OS: Mac	<input checked="" type="checkbox"/>	Test1	Wenlu	🔗 🔍 📄 📱 📌
RAM Test	Device Source: Enterprise Assets	<input type="checkbox"/>	Test2	Wenlu	🔗 🔍 📄 📱 📌

My Approach: Expand a row for **Rule Details** after User click on **Details** (Proceed Version ✓)

VALIDATION

UX Validation

Data result after launch

After 7 days of launch, collaborate with data scientists to ensure the data from internal analytics tools are accurate.

Metrics	Attribute	Data	Analysis
Task Completion Rate:	<ul style="list-style-type: none">Abandoned tasksRepeated tasks	5% (good) 2% (good)	Users are able to use the feature without any problems Users are understanding how to complete the process
Time on Task:	<ul style="list-style-type: none">High average timeHigh standard deviation	7 minutes (excellent) 2 minutes (excellent)	Process is easy or efficiency The process is consistent or easy to predict
Error Rate:	<ul style="list-style-type: none">Frequency of errorsTypes of errors	1 error per user (excellent) 10% syntax errors (good)	Users are encountering less problems during the process of setting Program language used in the UI is confusing or unclear
Click-Through Rate:	<ul style="list-style-type: none">Low click-through rate	20% (excellent)	Users are clear with content, easy to find CTA, UI design is intuitive
Engagement Rate:	<ul style="list-style-type: none">Frequency of engagementDuration of engagement	4 times per day (excellent) 10 minutes (excellent)	Users are easy to find the policy configuration feature with useful or valuable Users are interest or more like to interact with the process

VALIDATION

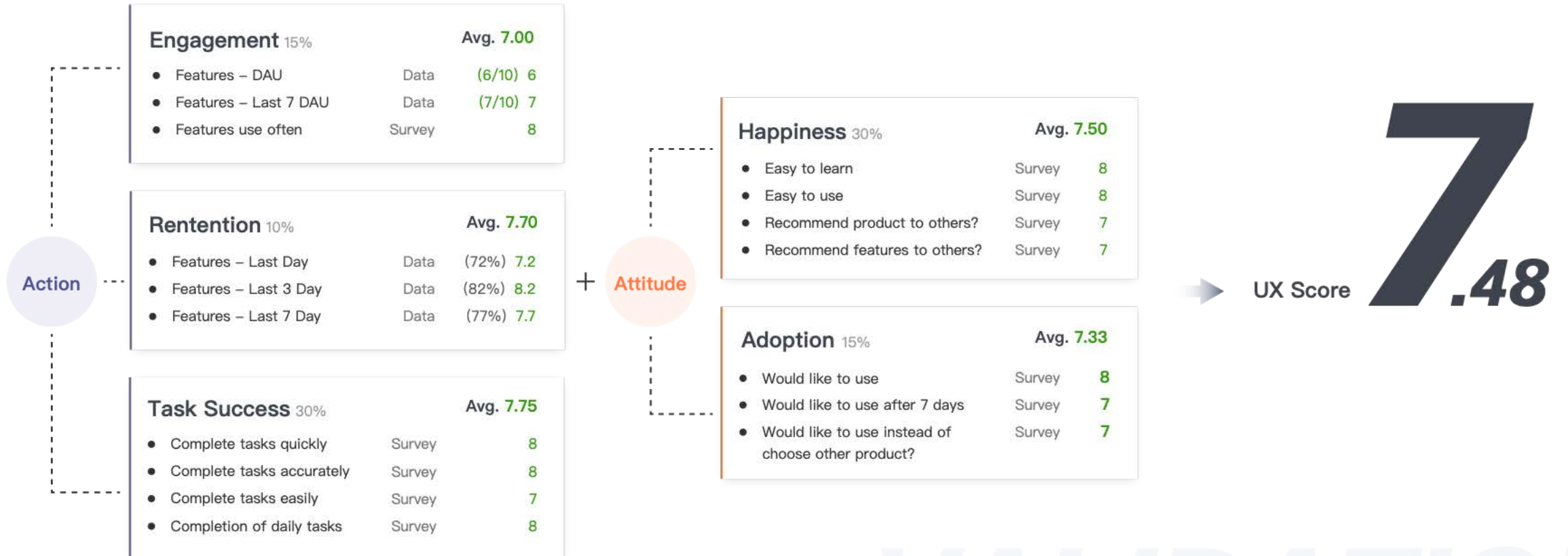
VALIDATION

UX Validation result after new policy configuration features launched

Survey Model

After 7 days of launch, send the survey to 10 SecOps and combine the data from data analytics tools to calculate.

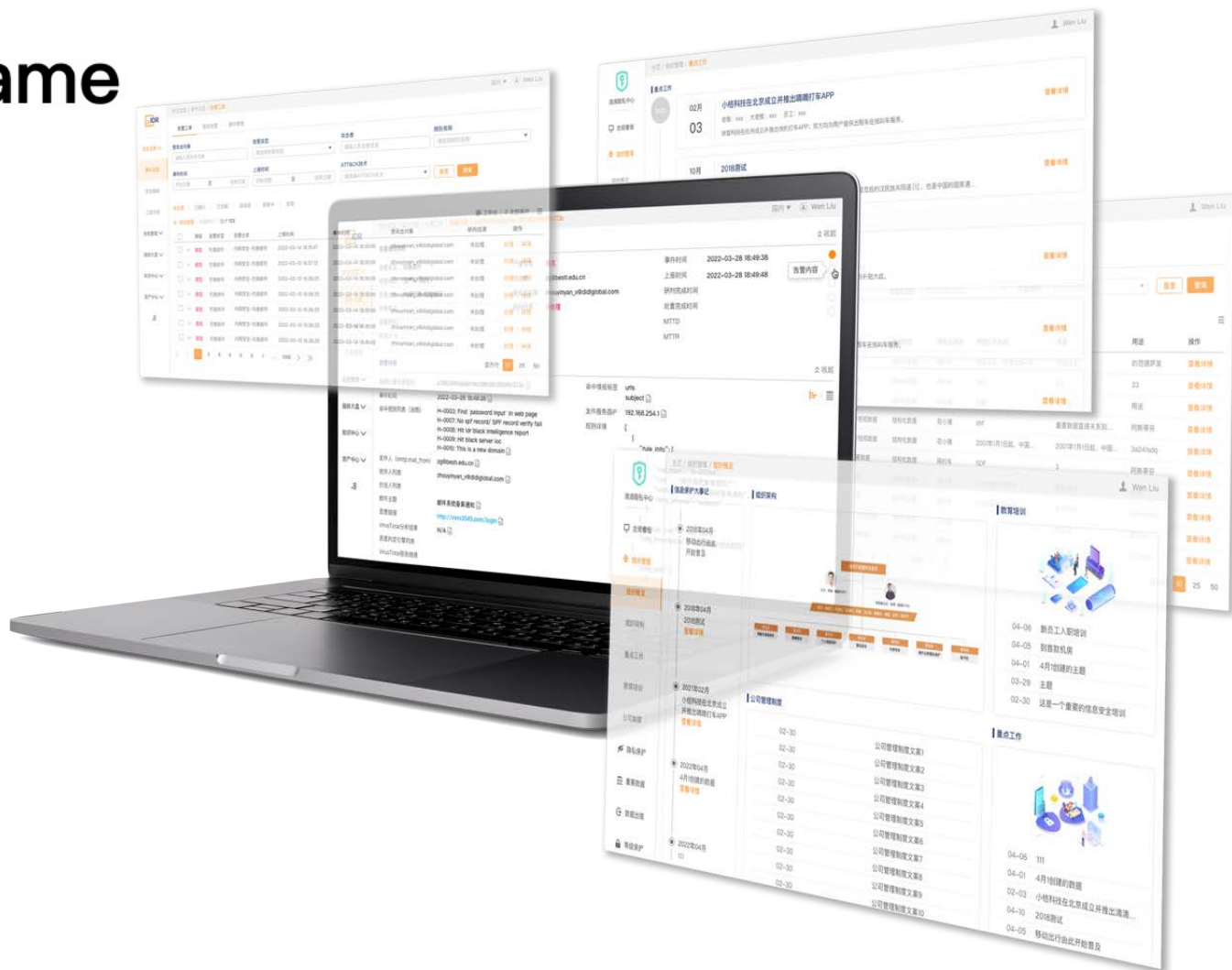
UX Value  **33.6%**



PROJECTS

Empowering others with same Design System

Applying design system empowerment on other products allows for the seamless integration of design elements and principles, resulting in a cohesive user experience and strengthening the overall brand identity. Fostering a shared understanding and language across cross-functional teams and disciplines.



PROJECTS

EMPOWERMENT

Design System for Cross-Functional Teams

DiDi Privacy Center

Background:

- Compliance Requirement need to build from scratch

Goal:

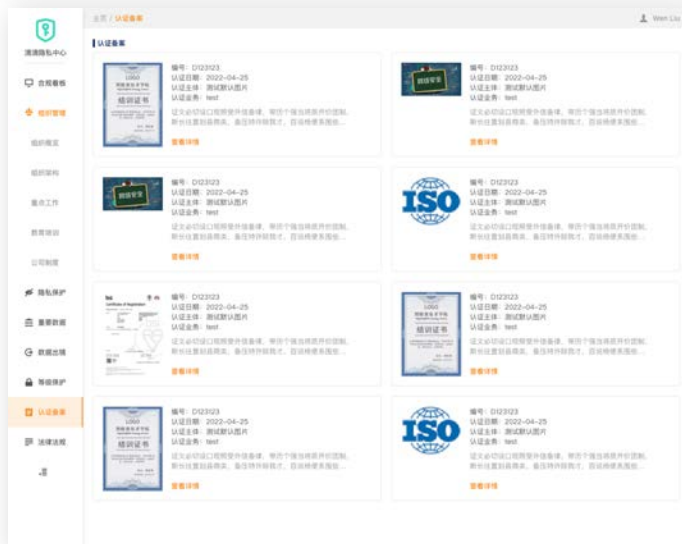
- Clickable Prototype for an **efficient, scalable, and user-friendly** privacy center

Action:

- Empower EagleEye Design System with reusable UI components and design patterns
- Collaborate with cross-functional teams to ensure the design system effectively
- Test and validate the usability through user research

Result:

- Achieve a **cohesive, consistent, and on-brand** privacy center design
- Improve user experience metrics such as **engagement and adoption rates**
- Align with **evolving user needs and business goals**.



EMPOWERMENT

EMPOWERMENT

Design System for Cross-Functional Teams

Anti Intrusion IDR Platform

Background:

- The current design has **Inconsistencies and usability issues**

Goal:

- Applying EagleEye Design System for **better consistency, usability, and scalability.**

Action:

- Empower EagleEye Design System** with reusable UI components and design patterns
- Working closely with cross-functional teams** to ensure its effective implementation
- Validate the effectiveness** of the design system through user research and A/B testing.

Result:

- Increase user satisfaction and engagement**, resulting in conversion rates and task success rates
- Establish a **cohesive and consistent brand identity** across the platform
- Align with **evolving user needs and business goals.**

The screenshot displays the Anti Intrusion IDR Platform interface. The top navigation bar includes the IDR logo and the user's name, Wen Liu. The main content area is divided into several sections:

- 告警基础信息 (Alert Basic Information):** A table showing alert details such as alert type (钓鱼邮件), severity (高危), and status (未处理).
- 告警内容 (Alert Content):** A detailed view of the alert, including the detection engine task ID, event time, and a list of rules that triggered the alert. The rules list includes details like rule numbers, descriptions, and match fields.
- 事件溯源 (Event Tracing):** A table showing the event source, including the alert level (高危), type (钓鱼邮件), and time (2022-03-14 18:18:09).
- 安全运营标准 (Security Operations Standards):** A table providing context for the alert, including event tags, descriptions, and related business terms.
- 告警分析路径 (Alert Analysis Path):** A flow diagram showing the process from 异常引擎检测 (Anomaly Engine Detection) to 事件路由网关 (Event Routing Gateway) and finally to 溯源分析引擎 (Tracing Analysis Engine).

MENTORIN

Talent Development

EagleEye

Large screen

Data Visualization

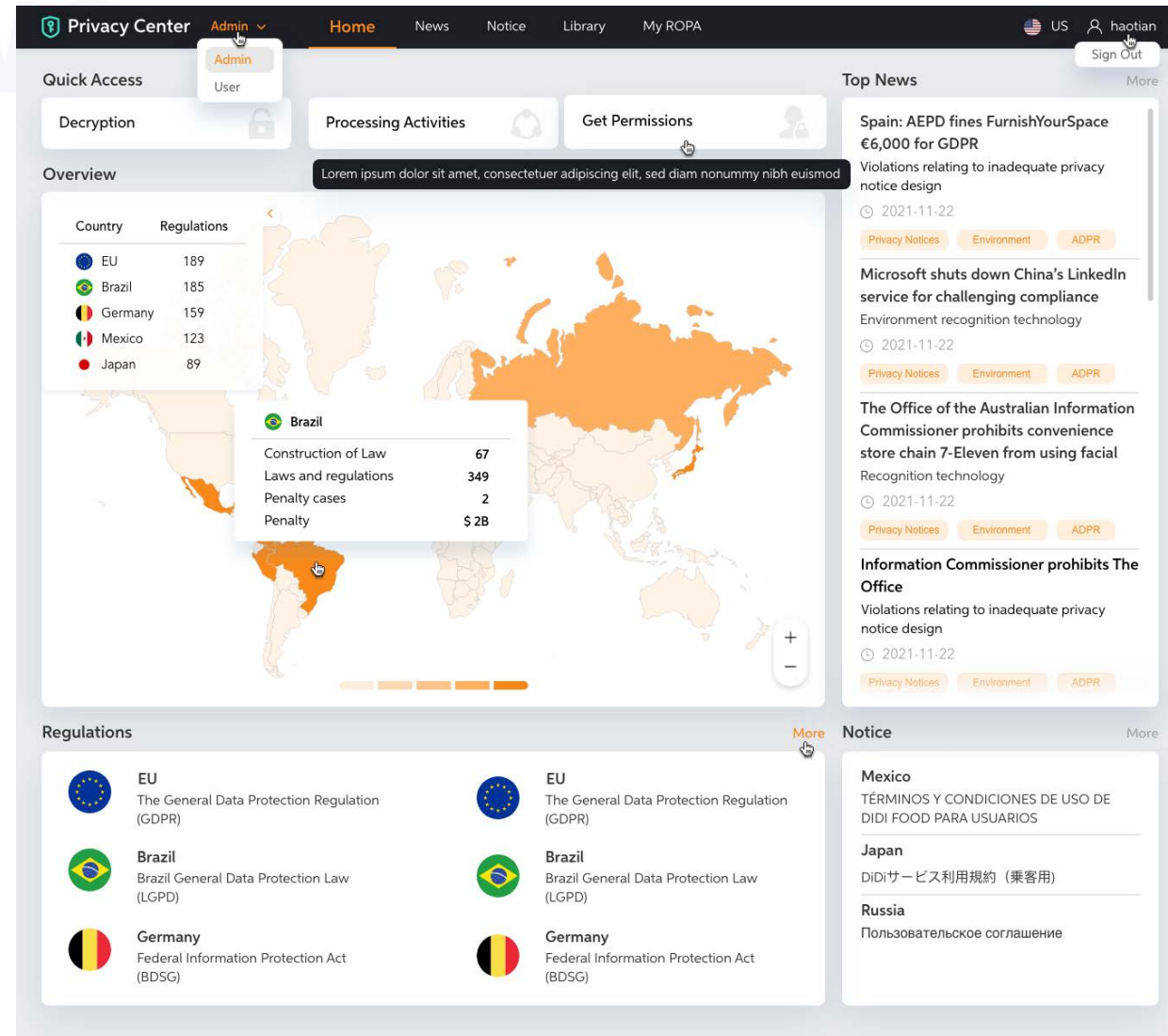
- 📦 **Mentored and collaborated with intern** to successfully complete projects from **conception to launch**.
- 📦 **Enhanced product competitiveness** and **increased client conversion** rates during commercialization.



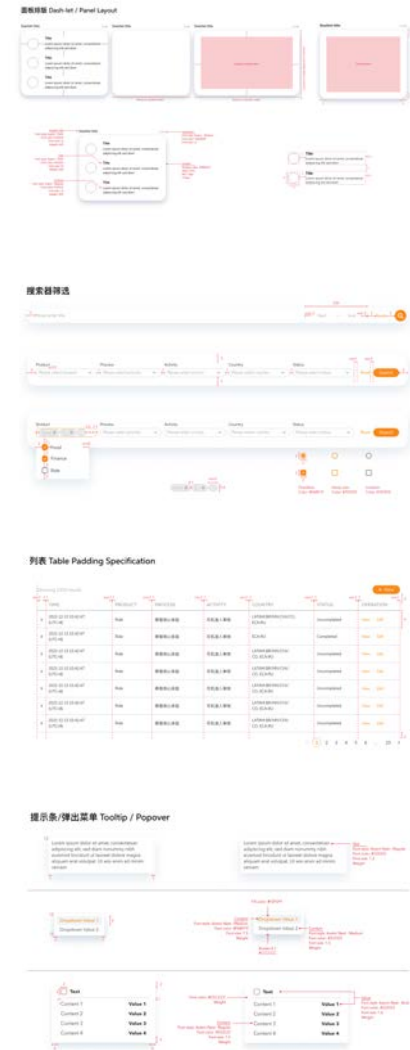
Talent Development

DiDi Intl. Privacy Platform

- Provided mentorship to intern while collaborating on the complete re-design the entire platform for global internal customers.
- Concluded design patterns and specification, resolved UX issues to achieve a consistent and intuitive design that increased task success, adoption, and engagement rates and met user needs.



Home page of international privacy platform



Some design specs



Influence on PMs

“Wen Liu not only can complete the visual design excellently, but also has a deep accumulation of product interaction friendliness and security product design logic. He has a good sense of service and actively helped me solve many problems in the product design of Eagle Eye”

EagleEye Sr Product Manager
SSTG/Foundation Product/
Endpoint Sec



“With complete design ideas and comprehensive abilities, have great enthusiasm and strong initiative for design work, and have a strong sense of service. He can think deeply about improving the overall design level of the system.”



SSO Center – Product Lead
SSTG/Info Sec/Engineering Platform/
Sec Architecture

“Thanks to Wen Liu for supporting the IDR platform project, helping the platform to standardize a unified visual style, improving the platform user experience, and adding support for internationalization. Looking forward to the continued cooperation in the subsequent platform UI improvements”



Anti-Intrusion IDR – Product Lead
SSTG/Info Sec/Cyber Sec/
Anti-Intrusion

“From the international privacy platform to the domestic privacy center product build, Wen not only has continuous high-quality design output, but also led the team to build UI design specifications to provide strong support for compliance work, and all teams are very recognized.”



Privacy Center – Product Manager
SSTG/Info Sec/Engineering Platform/
Sec Architecture



Thank You