

Wen Liu

Senior Product Designer

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Portfolio: www.wensproject.com

(415) - 420 - 1316

Antioch, CA

Product designer with 10+ years shaping complex enterprise systems across cybersecurity, network intelligence, and education. Frequently the sole designer working directly with Product and Engineering. I design at the workflow and systems level, not just screens. Impact includes a +75% increase in trial conversion, a +40% lift in engagement, and \$15M+ in revenue.

Work Experience

Senior UI/UX Designer (Sole Designer, Staff-Level Scope)

May 2023 - Present

Calbright College - Statewide Digital Learning Platform | Remote

The college scaled from ~2,000 to 8,000+ students and 3 to 7 programs in under 2 years. Hotjar satisfaction 4.6/5, engagement rate 67%.

Student Portal 2.0

- Rebuilt student journey into adaptive, signal-driven pathways. Faster common-case actions by 30%.
- Supported DEAC accreditation and credit-bearing program transition.

Staff Portal (0 → 1)

- Replaced Salesforce CRM. Staff time-to-action improved 35%.
- Introduced Credit for Prior Learning and state compliance reporting.

UX Design Lead / Design Expert (Sole designer, Promoted in 1.5 yrs)

Apr 2020 - May 2023

DiDi | Remote

Built foundational design language. Grew team to 2 designers + 1 product intern.

EagleEye — DLP → Security Platform

- Evolved a single DLP tool into a five-hub platform. +75% trial conversion, +40% engagement lift.
- Translated ML threat models into explainable operator interfaces.
- Led junior team shipping a real-time security monitoring dashboard.

IDR — Incident Detection & Response

- Launched live detection platform with automated reporting.

DiDi International Privacy Center

- Created a global breach monitoring platform with real-time incident tracking.

Senior UI/UX Designer (4-person design team)

Jun 2015 - Apr 2020

Cisco | San Jose, CA

Co-built shared component library. Worked across three products.

Cisco Network Assurance Engine (CNAE)

- Core designer for Radial View, dashboard, and search token experience. +25% operational efficiency, -20% task time.
- Contributed to product line generating \$15M+ in revenue. Featured at Cisco Live keynote.

Cisco Learning Network (CLN)

- Built a CCIE/CCNA certification platform — first deep EdTech experience, through-line to Calbright.

Cisco Atlas

- Network ops platform translating telemetry into actionable dashboards. Feature deployment accelerated 30%.

EARLY CAREER

Jun 2011 - Jun 2015

Tynker · SunSpec Alliance · New Cyberian Systems · Global Courier Express

Core Skills

Strategic: Product Strategy, Systems Thinking, 0 → 1 Exploration & Validation

Architectural: Workflow Architecture, Information Architecture, Scalable Patterns

Execution: Implementation-Aware Design, Front-End Fluency, Rapid Prototyping

Collaboration: Cross-Functional Execution, Stakeholder Alignment

Design & Prototype: Figma (Dev Mode, Variables, AI), Adobe XD, Adobe Creative Cloud, Sketch, Axure RP

AI Coding: Claude, Cursor, ChatGPT, Gemini, Lovable

Front-End & Dev: HTML/CSS, JavaScript, Tailwind, React, Next.js, GitHub, Vercel, Supabase

Analytics: GA4, Hotjar, Maze

Education

California State University, East Bay

Jan 2014

B.A. Multimedia & Art

Languages

English (*Full professional proficiency*), **Mandarin Chinese** (*Native or bilingual proficiency*)