Dennis Liu

Email: **dennisliulinyin@gmail.com**   Linkedin: **linkedin.com/in/dliudesign**   Portfolio: **www.dliudesign.com**

A Sr. product designer with 8+ years of product design experience. I excel in cross-functional team environments and I have a successful track record of solving complex real-world problems through executing end-to-end design projects.

Recent awards: Top 1% Mentor in Expertise of Product - ADPlist | **Education:** B.A - Psychology, University of British Columbia (2009-2013)

Recent experiences

Senior Product Designer | **Nobul Technologies Ltd**   Jun 2022 - Mar 2022

Ranked #1 in Deloitte's Technology Fast 50 (2022), Nobul facilitates $100M+ worth of real estate transactions across Canada each year

- Collaborate with product managers, developers, and quality assurance staff to execute various end-to-end design projects ranging from new user (homebuyer/sellers/real estate agents) onboarding process to real estate transaction progress tracker.

- My effort on redesigning Nobul's agent-client messaging system through leveraging user and market research data has **resulted in a 75% higher home buyers/sellers retention rate, 248% more agent-client engagement, and a 73% reduction in the potential profit loss due to missing out on transaction closures.**

- My work related to the improvement of Nobul design systems, including the implementation of design tokens to our design library, has **resulted in a ~80% reduction in the number of QA tickets being opened on Jira for inaccurate design implementation.**

Product Design Lead | **VanPeople Network Ltd**   Nov 2019 - May 2022

West Coast Canada's No.1 Chinese facing news & classified listings platform servicing over 200k Chinese in BC, Canada

- Led a team of 2 designers and 3 developers. Worked closely with company stakeholders on defining long-term product goals and feature roadmaps.

- Executed the full end-to-end redesign of VanPeople News (Mobile), VPP Home Rental, VPP Second-Hand Market Place, VPP Jobs, and VPP YellowPage through leveraging user and market research data. My effort **resulted in a 45% increase in the combined monthly active user count for both News and Classified listings** from around 151,000 during Nov 2020 to around 220,000 during Jan 2022.

- Worked closely with the sales and development team to introduce new monetization methods to the VanPeople product lines **resulting in ~70% increase in the monthly revenue generated by News and Classified listings** from an average of 100k CAD in early 2020 to an average of 170k CAD during Jan 2022.

- Worked closely with the development team to release a North American COVID tracking page in less than a week during late Feb 2020 **resulting in the addition of 2 million monthly traffic to VanPeople.com.**

- Ran a customer service WeChat account for VPP news & classified listings greatly **improving the feedback collection efficiency** for the two products.

Senior Product Designer | **Roomview Technologies Ltd**   Jul 2018 - Aug 2019

A startup providing SAAS-like digital marketing service for 100k+ realtors across North America

- Collaborated closely with the company founders on building roomvu, a platform that was, at the time, providing home searching service for home buyers and auto personal website generation services for realtors across Canada.

- Worked closely with the development teams and performed quality assurance checks on all design implementations.

- During my tenure there, my work contributed towards a **400% growth in monthly customer count and a 300% growth in monthly revenue.**

UI/UX Designer | **FanDine Technologies Ltd**   Apr 2017 - Dec 2017

A startup providing Skip-the-line food order pickup services for over 10,000 office worker and students across Vancouver

- Worked with 2 other designers and 3 developers on the 2017 FanDine app redesign project; responsible for UI mockups, and interactional prototyping.

B2B and SAAS projects

Product Designer (part-time contract) | **Maritime delivery admin portal (Enterprise)**   Sept 2021 - Jan 2022

A delivery dispatching and driver management portal

- Worked closely with firm's owner, and 2 oversea developers for the end-to-end execution of the admin portal from design to development.

Product Designer (part-time contract) | **Eyeshigh resume generation tool (SAAS)**   Jun 2020 - Jan 2021

A bilingual (CN/EN) resume auto-generation and refining tool targeting Chinese international students interested in returning to work in China.

- Collaborated with the company founder, and 4 developers for the end-to-end execution of the product from design to development.

- The company was later **sold off to investor for over 5 million CAD** (exact number unknown).

Product Designer (part-time) | **Yzwriter admin portal (B2B)**   Jan 2017 - Apr 2017

An admin portal that allowed content writers from across the world to bid on freelance gigs and also was the writer management tool for the company.

- After the portal went live, it was **servicing 3,000+ writers every single month facilitating over 100,000k worth of transactions per-month globally.**