

# LIU YIDING, ADAM

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## SKILLS

HCI Research  
UX/UI Design  
Product Management  
Rapid Prototyping  
Data Visualization  
Graphic Design  
3D Design, Modeling

## TOOLS

Sketch  
Invision  
Principle  
Figma  
Adobe Suite  
Rhino, Grasshopper  
Auto CAD  
Microsoft Office  
Python  
HTML  
Javascript

## LANGUAGE

English - Professional  
Chinese (Mandarin) - Native  
Chinese (Cantonese) - Fluent

## EDUCATION

### University of Washington

Sept. 2021 - Present

Master of Science in Technology Innovation (MSTI)

### The University of Hong Kong

Sept. 2013 - Aug. 2017

Bachelor of Arts in Architectural Studies (BAAS) | First Division of Second Class Honor

## EXPERIENCE

### Trip.com Group Ltd. | UX Designer

Apr. 2020 - Jul. 2021

- Redesigned the searching experience of Ctrip App (increased CTR by 10+%)
- Optimized the content community of both Ctrip and Trip.com (App & Responsive Web)
- Redesigned the commercial platform(to B) for 30 million retail owners on Ctrip
- Created multiple promotion activities of both Ctrip and Trip.com (App & Responsive Web), such as 'The Best Trip Moment Ranking', etc. (increased DAU by 100,000+)

### Future Lab, Tsinghua University | UX/UI Designer & Researcher

Oct. 2019 - Apr. 2020

- Researched on E-Commerce UI designs, collaborated with Taobao, Alibaba Group
- Led product roadmapping, design sprint, user research, usability tests, and prototyping

### HCI Initiatives, HKUST | UX/UI Designer & Researcher

Jun. 2019 - Sept. 2019

- Designed and developed "Metaphoraction", a web tool inspiring designers to generate meaningful, novel, and feasible interaction designs
- Designed and developed a UI design tool that evaluates the user engagement with UI animations and provides improvement suggestions through a machine learning model
- Synthesized the work of the UI design tool into a research paper accepted by CHI 2020

### Aedas Ltd. | Architectural Graduate, Hong Kong

Sept. 2017 - Jun. 2019

- Assisted in mixed-use TOD projects and contributed 3D modeling, graphics, construction documents preparation, material specification and project coordination
- Developed concept design in the high-speed railway station of Humen, Guangdong, PRC

## PUBLICATION

### CHI 2020 | Predicting and Diagnosing User Engagement with Mobile UI Animation via a Computational Approach

Jun. 2019 - Sept. 2019

- Conducted crowdsourcing user research to collect data for the training and optimization of a machine learning model
- Led the UX/UI design, prototyping, and usability tests of the web tool
- Led the graphic design visualizing the structure and output of the machine learning model
- Composed and proofread the research paper for submission

### Mobile HCI 2021 | Exploring Designers' Practice of Online Example Management for Supporting Mobile UI Design

Jun. 2019 - Mar. 2020

- Conducted qualitative user studies on designers' practice of online example management
- Composed and proofread the research paper for submission

## AWARDS

- Top 50 Finalists | Ctrip Travel Snap & Izhiqun Design Award and Competition 2019
- Top 10 Honorable Mentions | Borders: Korean DMZ Underground Bathhouse 2017

## ACTIVITIES

- UABB 2017 (Bi-City Biennale of Urbanism & Architecture) 2018
- "For the City, For the Community", HKIA at ArtisTree 2016
- College League | CSSAUD Soccer Team, HKU 2013-2017