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

LANGUAGE

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

EDUCATION

The University of Hong Kong   **Sept. 2013 - Aug. 2017**

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

EXPERIENCE

Trip.com Group Ltd. | UX Designer   **Apr. 2020 - Jul. 2021**

• Promoted the design iteration of both Ctrip and Trip.com (App & Responsive Web) in term of their content community ('Attractions', 'Trip moments',etc.)
• Optimized the commercial platform(to B) for registered shop owners of Ctrip
• Created multiple promotion activities of both Ctrip and Trip.com (App & Responsive Web), such as 'Vote for the Best Dish', 'The Best Trip Moment Ranking', etc.

Future Lab, Tsinghua University | UX/UI Designer & Researcher   **Oct. 2019 - Apr. 2020**

• Collaborated with Taobao, Alibaba Group on two projects about automatic generation of mobile E-Commerce UI designs
• Led product roadmapping, desing 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 provide 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

HKU & Rural Urban Framework | Architectural Designer   **Jul. 2016 - Aug. 2016**

• Contributed in the qualitative user research fieldwork on Mongolian nomads of Ulaanbataar
• Designed and constructed the "Ger Plugin", a living unit synthesizing a kitchen, a shower room, a toilet and a warm entrance room into the Mongolian Ger House

PUPBLICATION

CHI 2020 | Predicting and Diagnosing User Engagement   **Jun. 2019 - Sept. 2019**
with Mobile UI Animation via a Computational Approach

• 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   **Jun. 2019 - Mar. 2020**
Example Management for Supporting Mobile UI Design

• Conducted crowdsourcing user research to collect data for the training and optimization of a machine learning model
• Composed and proofread the research paper for submission

AWARDS

• Top 50 Finalists | Ctrip Travel Snap & Izhiqun Design Award and Competition   2019
• Top 10 Honerable 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