



Experience

KeyBank Design Strategist

Mar.21 – Nov.23

Diving deep into the customer experience to uncover needs and pain points to shape new product offerings and experiences (both in and outside of the digital space).

Alternative ATM UX design and component upgrade resulted in 70% increase in Net Promoter Score and a 71% surge in Customer Satisfaction Score.

Received Client Experience Transformation - First Place award and the Best ATM/Self-Service Experience for Financial Institutions award in 2022.

Avoid the time (6-12 months) and investment (\$12MM) required to replace the existing ATM hardware.

Transformed 1,400 Financial Wellness Centers, creating a more engaging client experience within existing branch offices and features, resulting investment avoidance of \$280 million.

E1011 Labs

Co-Founder & Product Designer

Feb.19 – Mar.21

Pioneered a start up company by designing bleeding edge materials including the GTM for branding to communication, and customer acquisition.

Guiding a cross-functional team to establish the company and develop four core product lines within two years.

CS Bio Co.

Freelance Designer

Sep.18 – Oct.20

Involved in researching, designing, and building the next generation of products for the future of CS Bio Co.'s equipment.

Guiding the design and research initiatives to pioneer the development of CS Bio II, the inaugural fully automated peptide synthesizer, with the aim of making this groundbreaking technology accessible to every peptide researcher and chemist.

Ethicon Endo Surgery Inc. A Johnson & Johnson company Industrial Design Co-Op

Jan.18 – May.18

Addressed all phases of the surgical product design process, including user research, product research, concept sketching, product renderings, product marketing support and concept presentations.

Conceived and developed a range of innovative surgical products, currently pending patent approval, through a process of design and refinement.

Giant Manufacturing Co. Ltd. Product / UX Intern

May.17 – Aug.17

In charged of designing and collaborating with engineers and marketing coworkers to develop a series of cycling products which are projected to be put into production in 2021.

Skills

User-Centric Design | Design Strategy | Journey Mapping
Trends Analysis | Competitive Analysis | Qualitative Research
User Research | Industrial Design | Self-motivated | Team Player

Figma | Miro |SolidWorks | KeyShot | Photoshop | Illustrator
InDesign | Rapid Prototype

English | Mandarin | Taiwanese

Education

ArtCenter College of Design

Sep.14 - Dec.18

Bachelor of Science
Product Design
Pasadena, California, United States

Sponsored Projects

Venturewell / UCLA

Sep.17 – Dec.17

A collaborative course between ArtCenter design students and UCLA engineering, life science, and business students, aiming to create innovative technology solutions for enhancing human health.

HP

Jan.17 – Apr.17

A team project focused on researching, designing, and conceptualizing the future of computing.

UCLA Medical Technology Innovation

Jan.17 – Apr.17

A team project focused on researching, designing, and developing concepts for the future of medical technology products.

Recognition

Design & Innovation Global Award

Client Experience Transformation - First Place Sep.22

This award recognized the human-centered-design used to dramatically improve the ATM client experience.

Bank Customer Experience Summit

Aug.22

Best ATM/self-service experience for financial institutions

AIGA Member Gallery - HP Campfire

Mar.18

Featured in AIGA Member Gallery.

ArtCenter's Provost's List

Apr.18

Product Design Department Provost's List.

UCLA Inventathon 2016

First Place Oct.16

Microhealth: A product to help patients functionally monitor their microbiome from home and receive clinical recommendations for disease prevention.

ArtCenter Gallery

Aug.16

Zimuth: Road bike created for avid cyclist to stand out – Gives them feed back and uses the newest technology to optimize their performance and increase their speed.

Road Bike Action Magazine

Aug.16

Zimuth: Road bike created for avid cyclist to stand out – Gives them feed back and uses the newest technology to optimize their performance and increase their speed.

ArtCenter College of Design Scholarship

Sep.14

ArtCenter Undergraduate Scholarship.

Ian Liao

Design Strategist

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