

CV_Yifen LIU_Design

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Profile

- A multidisciplinary designer with a background in **human-machine(robot) interaction (UI/UX), intelligent product design, user-centered design research, complex systems design** and **visual communication design**, 9+ years working experience. Strong in **design thinking** and **design research** methodologies, with a focus on **visualizing** and integrating **business strategy, product insights, and user experience**.
- Experienced in **digital products, complex intelligent platforms, design systems,** and **visual design** across Robotics, AI solutions, branding, logistics, digital retail, health tech, and art&cultural sectors. Design System → Tokens → AI → Runtime UX Architecture
- Experienced in working with multiple **startups** and leading **full-stack** design across the entire product lifecycle, bringing a **holistic** perspective and strong **cross-functional** collaboration to drive impactful solutions. Design Engineering
- Skilled in **analytical and strategic thinking**, with a structured approach to driving complex projects **from concept to implementation**. Proven ability to navigate ambiguity and deliver progress across **multiple touchpoints**. System Thinking
- **Collaborative and empathetic**, with a strong ability to understand **user experiences** and align with **stakeholder** needs. Self-driven, curious, and passionate

about innovation, an intuitive creator and thoughtful problem solver with a strong interest in interdisciplinary fields.

Education

2021-2022 **Hong Kong Polytechnic University | PolyU Design** (QS ranking - *Art and Design* in 2021: **15th** in the world)

HongKong ***Master of Design*** | Major in ***Innovative Business Design (International Design and Business Management)***

- Excellent grade (A) in **Capstone Reflective Thesis** "Applying New Technologies in Design Strategies To Develop Successful Retail Stores - Enhance Brand Loyalty through Customer Experience Design and Emerging Technologies"
- Service design / Business design / Lifestyle, cultures & innovation / Research & analysis for design / Case study analysis / Managing value creation / Innovation tools for strategic design / Cross-cultural management / Brand management / Business & marketing theories
- Excellent grade (A+) in **Case study** of Managing Value Creation
- Excellent grade (A) in **Strategic design and research** of Lifestyle, cultures & innovation

2010-2014 **Shenzhen University | College of Art and Design**

Shenzhen, China ***Bachelor of Artistic Designing*** | Major in ***Visual Communication Design***, ranked A in the subject and graduation design

- Brand integration design / Infographic design / Advertising design / Multimedia technology / Sketching / Typography / Printing technology and materials / Web design / Packaging design / Editorial design / Art auction and investment
- A solid foundation of graphic and visual design skills and theories. With excellent (A+)grades and practical abilities.

- Worked as the *editor* for "Shenzhen University Youth 深大青年" magazine.
- Worked as a *volunteer* in OCAT Shenzhen, assisted in exhibition guided tour activities and public education events.

Working Experience

2024.11 - now

Agile Robots SE

Munich, Germany

Senior UI/UX Designer | *Robotics, Intelligent Automation, Human-Robot Collaboration*

- Develop touchscreen-based user interfaces, gesture/interactive control panels for industrial robot platforms.
- Create robot control dashboards, configuration panels, and real-time visual feedback interfaces for robot calibration, task programming, and monitoring.
- Translate complex robotic functions (e.g., path planning, force control, machine vision) into human-readable workflows for operators and integrators.
- Work across different departments, which integrate software, hardware, and sensors and human users, ensuring UI/UX consistency and modular adaptability.
- Conduct contextual inquiries in industrial environments (e.g., workshops, automotive factories) to understand user pain points and workflows.
- Interview robot operators, line workers, technicians, and engineers. Perform A/B testing, and scenario-based testing with physical robots in labs or production contexts.

2022.11 - 2024.9
Cologne, Germany

DHL Freight - Saloodo Platform

Senior UI/UX Designer | *Digital freight, logistics, Software as a Service (SaaS)*

- Drive the iterative design process from discovery to implementation.
- Design the UX/UI for new features and continuously improve the usability and UX of the whole product, ensuring it stays relevant and up to date.
- Understanding user needs and building empathy for users needs as well as effective design across the cross-functional teams.
- Collaborate in cross-functional teams with product managers, developers and business stakeholders to ideate, create, and deliver high-quality design concepts to realize great customer experience and business value while adhering to project timelines & technical constraints.
- Incorporate user data analysis and feedback through testing (covering rapid wireframes and prototyping, design demos, user testing and A/B testing) to validate concepts and experience paradigms with test and learn approach.
- Transform complex and abstract requirements and challenges into well-articulated, tangible creative ideas, workflows and concepts for web and mobile with a strong problem-solving mindset and craft excellence.

2020.03 - 2021.07
Shenzhen, China

Pingshan Art Museum | *Contemporary art, exhibition, curation*

Design Specialist /Executive, with an A ranking performance in the team

- Led the visual identity (VI) design, art concepts visualization and planning for Pingshan Art Museum.
- Designed key vision of exhibition's posters, derivative visual design and signage system for the art museum, exhibition printing material execution.
- Managed design process, project management, financial management, budget control and quality control management. Set team goals and solved design problems.
- Curated and wrote museum column articles, interviewed artists and designers, published art and design insights.

2018.08 - 2020.03
Shenzhen, China

Malong Technologies | *Artificial intelligence, digital retail, software development*

Senior Experience/Branding Designer, outstanding employee of the year

- Upgraded and assisted product department in user interface design, interactive design, researched customer needs, tested design feedback, continuously optimized customer experience.
- Led and improved overall visual image design of the company and branding, including official website (participation in planning), VI, operation and promotion design. Established brand tone.
- Formulated company and brand visual specifications, coordinated various departments to promote the implementation, assisted to make competition analysis and marketing strategies.
- Design project management, financial management, budget control & quality control management.

2014.07 - 2018.08
Shenzhen, China

BGI Group | *Genomics, healthcare, biotechnology*

UI/UX /Visual Designer, outstanding employee of the year

Worked for a cervical cancer prevention platform and HPV control project

- Established design system, UI\UX design and interaction design for the digital application that integrates product purchase, report inquiry and online customer service
- Conducted user research, in-depth user interviews, and rapid user testing combined product demands, continuously optimized customer experience.
- Responsible for the brand identity design, promotional design and website design for BGI Group marketing department.
- Participated in the main visual design for marketing promotion and management of multiple exhibitions. Enhanced the project's external brand image penetration and public (medical organization) influence

Project Experience

2021.11-2022.4
HongKong

Alibaba group - AlipayHK(支付宝香港) Strategic Design Project

Service designer / design researcher / UX designer

- Conducted qualitative user research (lifestyle probe design, user interview, observation and user empathy map), along with industrial and market research.
- Framed insights from research findings to develop opportunities and available scenarios for the client. Contributed to complex project phases from idea to implementation. Responsible for the UX/CX prototype design to UI/visual implementation.
- Usability test & Feedback, value design reviews and quality; thrive on feedback, critique and iteration, receive

feedback well and act on areas of improvement.

- Empowered AlipayHK to expand the young generation market by ideating innovative and sustainable engagement strategies. Translated and align the team's work with business priorities to focus on impact.

(For detailed project content, please see the portfolio)

2021.10-2022.1

HongKong

VITASOY (维他奶) Strategic Design Project

Service designer / design researcher / UX designer

- Defined target group and scenario, deep user research and observation
- Conducted 3C research, predicted and analyze potential synergies.
- Designed a creative recycling campaign adopting the double diamond model approach, appreciated by the client in result.
- Uplifted creative strategy for promoting its sustainable consumption practices in the Greater China.

(For detailed project content, please see the portfolio)

2021.3

Shenzhen, China

Global Service Jam - a service design and human experience workshop

Service designer

- Concentrated the theme <IN-TENSION>, defined the problem, developed concept, proposed a prototype and built a feasible model.
- Performed the double diamond model (persona/empathy map/customer journey map/value canvas) to guide the design process.

Design thinking, methodologies and skills

- **Design thinking:** Design leadership, design sprint method, service design method, double diamond model, user journey map, service blueprint
- **Design research:** user interview, survey, ethnography, observation
- **AI tools:** Figma make, Figma MCP, Gemini, ChatGPT, Cursor, Claude, Adobe Firefly, Lovable
- **Visual creation:** graphic design, ui design, design systems, illustration, typography, painting, drawing, printmaking, motion graphics, branding & identity design, infographics
- **Prototyping and Wireframing:** creating low-fidelity and high-fidelity prototypes wireframes, to communicate design concepts and test functionality in the early design process.
- **User experience design:** Google UX design professional certificate, usability testing, story telling
- **Collaboration and management:** cross-functional management, design sprints, scrum development engagement, project planning, brand management, business plan writing
- **Software tools & practical skills:** Adobe Creative Suites, Figma, Sketch, Axure, Miro, Finalcut, Jira, Notion, Video filming & editing, Procreate

Awards / Personal interests

- Excellent grade (A) in **Master's Thesis and Research:** *Applying New Technologies in Design Strategies To Develop Successful Retail Stores - Enhance Brand Loyalty through Customer Experience Design and Emerging Technologies*
- Excellent grade (A+) in **Case study** of Managing Value Creation: *A Case Study in Store Atmosphere of % Arabica in Hong Kong*
- Excellent grade (A) in **Strategic design and research** of *Lifestyle, cultures & innovation*

- Outstanding work(**advertising design**) reward, *Shanghai STDecaux Metro Public Exhibition, 2016.*
- **Design expert**, with outstanding design management / curation in the **Pingshan Art Museum**
- **Main editorial designer** for Chinese art media **ArtDBL** and zine publication in Asia Art Archive
- Proficient in English, B1 level in German. Native Cantonese and Mandarin speaker.
- Enjoy hiking, reading, writing, photographing, and chess playing.
- Interested in humanities, social sciences and psychology.



Portfolio

<https://drive.google.com/file/d/1JgrVSh3tn8UeBNE46TfHWxWNpqLpzDh4/view?usp=sharing>

LinkedIn:

<https://www.linkedin.com/in/yifen-liu-461763234/>