Cong Liu

135 S 17th St, 19103 Philadelphia, PA
Tel: (267) - 648 - 9033   Email: 54helen.cl@gmail.com

Education

09/2020–12/2023
M.Arch
Certificate in IPD (Integrated Product Design)

University of Pennsylvania, USA

Specialized in **human-centered** interactive design, supplemented by **UI/UX design**, **web programming**, VR scene design, digital design, **product design** and **marketing strategy** by Wharton Business School.

The pet-friendly design prototype "Purrfect-Versa Vase" **awards the "Most Desirable Product"** at the product design course.

04/2020–10/2022
M.A. Architecture (specialized in Architectural Informatics)

Technical University of Munich, Germany

Focused on architectural **data visualization** and **design software development**, assisting architects to make design decision.
Gained **insight into user research,** including target group analysis, user needs, user flow. Translated these insights into **actionable strategies** for product iterations.

10/2015–09/2019
B.A. Architecture

Technical University of Munich, Germany

Built solid foundation in **conceptual thinking**, typography, **spatial and visual design** and rationale grounded in design and **usability principles**.

Gained knowledge of **human space interaction** of public building through architectural projects.

Professional experience

09/2023 –11/2023
UX Design Externship

Philadelphia's local bike-sharing APP "Indego", USA

Participated in **user flow optimization**, conducted analysis of **integrating online and offline user experience**.

Bridged the gap between online and offline, saved 23% of the time from bike searching on the app to unlocking at station.

Successfully proposed to build a reservation system, optimized the user experience during peak commuting hours by avoiding bike snatching, **increased rental success rate by 15.5%**.

05/2023–08/2023
Product Design Internship

Sheme Shoe Design Studio, China

In charge of the **design of shop windows and art salons** for exclusive shoe design service, adjusted the **visual merchandising strategy** based on **sales data**.

Organized and participated **offline brand collaboration activities**, communicated with different internal and external departments, planned brand day activities and booth displays, achieving a **GMV of $10,000+** on the event day.

06/2021
Design Competition

2nd Prize of "Auf IT Gebaut 2021" architectural digitalization competition, Germany

Developed the prototype "Collaborative Design Community" **from 0 to 1**, a digital interactive platform application designed for housing associations.

Fostered relationships with stakeholders and future tenants to drive collaborative and coordinated design outcomes, **improving efficiency by 37%**.

Supported tenants in the co-design process and gathered public opinions, **lowered the professional barriers** to expressing ideas and enhanced the efficiency of design and decision-making through **gamification of design process**.

Languages

Chinese	Native
German	Fluent
English	Fluent

Software skills

CAD	▪▪▪▪▫	CSS/html	▪▪▪▪▫	Photoshop	▪▪▪▪▪
BIM	▪▪▪▪▫	Java Script	▪▪▪▫▫	Illustrator	▪▪▪▪▫
Rhino+Vray	▪▪▪▪▫	Python	▪▪▫▫▫	Indesign	▪▪▪▪▪
Keyshot	▪▪▪▪▫	Unity & C#	▪▪▫▫▫	After Effects	▪▪▪▫▫
Houdini	▪▪▫▫▫	Figma	▪▪▪▪▪	XD	▪▪▪▪▪