

Manlin(Miranda) Liang

Staff UX Interaction Designer

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San Francisco Bay Area

SUMMARY

Product designer with 5+ years of experience in B2B & B2C, designing enterprise web software and native mobile applications. Specializing in product strategy and simplifying complex workflows. Working as a design engineer to leverage AI tools to deliver code-ready designs that meet business goals and users' needs.

EXPERIENCE

Staff UX Interaction Designer - Baker Hughes

(Jun 2022 - Feb 2026)

- Led B2B SaaS products end-to-end. Partnered with PMs, Engineers, and Researchers to define product strategy and deliver enterprise-level software.
- Co-led the UX Governance team to provide mentorship to junior designers and reviewed design work. Standardized design process across the product ecosystem for the internal design team.
- Established a scalable design pattern library. Contributed components to the design system.
- Designed Process Optimization software that raised daily production up to 1.8% for enterprise clients and reduced downtime by over 560 hours.
- Redesigned the Asset Strategy software to make it 5-10x more efficient in building maintenance strategies.

UX/UI Specialist - Botcopy (Apr - May 2022)

- Articulated strategic UX recommendations to enhance navigation and data visualization. Restructured the information hierarchy and rapid prototyping the workflows.

Product Designer - Necessary Behavior

(Oct 2020 - Apr 2022)

- Responsible from user research to data analyst. Defined feature roadmaps, user stories, balanced business constraints, and negotiated scope with engineering.
- Created wireframes & prototypes to iterate on designs through usability testing.
- Built and maintained the design system, micro-animation.

EDUCATION

• Master of Science - Management

University of Sussex, UK (2015 - 2016)

• Bachelor of Science - Hospitality Business Management

Sheffield Hallam University, UK (2014 - 2015)

LICENSES & CERTIFICATIONS

• AI for Designers

IxDF(2025)

• Building AI-Powered Products

SkillUp EdTech (2025)

• Google AI Essentials

Google (2024)

• UX & Fronted Development

CareerFoundry (2021)

TOOLS & SKILLS

- **Tools:** Figma, Claude, Framer, Spline, Gemini, and more.
- **Research & Ideation:** User research, Market research, Roadmap, Personas, Affinity mapping, Card sorting, Information architecture, Journey map, User flows, Work flows, A/B testing, Preference testing, Usability testing.
- **Design:** Wireframes, Prototypes, Mockups, Design system, Design patterns, User interface design, Motion design, Micro-animation, AI design, Branding.
- **Approach:** Data-driven design, User-centered design, Design thinking, Systems thinking, Critical thinking, WCAG.
- **Development:** Basic front-end knowledge of HTML, CSS, Javascript, Tailwind, React, Typescript.
- **Soft skills:** Agile & Lean, Project management, Storytelling, Detail-oriented, Self-motivated.
- **Other Language:** Mandarin.