

LIWEN SONG

UI/UX designer

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[liwenux.framer.website](#)

- Skilled in human-centered design and design-thinking methodologies
- Experienced in end-to-end design research, strategy, concepting, and execution
- Proficient in prototype creation and user testing
- Design system build and management
- Competent in competitor analysis and heuristic evaluations
- Well-versed in working within Agile and Shape Up environments

Postgraduate Certificate of Communication Studies, Digital Communication

Auckland University of Technology, New Zealand

Bachelor of Design Innovation, Digital Media Design

Victoria University of Wellington, New Zealand

UI/UX designer - GoSee *Dec 2020 - Jun 2024*

At GoSee, a pivotal division of Webjet, I was part of a dynamic team dedicated to transforming our global e-commerce platforms, Airport Rental and Motorhome Republic. Working within a team of four and utilising agile and Shape Up methodologies, we focused on creating seamless and user-friendly experiences. Our collaborative efforts were directed towards ensuring that our designs met user expectations and aligned with Webjet's broader business objectives. My responsibilities include:

- Played a key role in the UX/UI redesign of Airport Rental and Motorhome Republic. Conducted user research, interviews, and usability assessments
- Created user-centric wireframes
- Developed and refined pattern libraries, design tokens and design system.
- Ensured design consistency across primary and affiliate sites
- Collaborated with stakeholders and developers to align designs with business goals

UI/UX & Digital designer - Mitre 10 New Zealand *Nov 2018 - Dec 2020*

At Mitre 10, the largest home improvement chain store in New Zealand, I collaborated closely with marketing and engineering teams to enhance the digital presence of the Mitre 10 and Columbus Coffee websites, as well as the digital media materials. My responsibilities include:

- Designing and maintaining the Mitre 10 and Columbus Coffee local websites
- Establishing the online presence for an emerging brand
- Creating campaign materials and point-of-sale creatives
- Managing the pattern library for business websites

Digital designer - Pumphouse Creative Ltd *Nov 2015 - Nov 2018*

At Pumphouse, a fast-paced, client-facing agency environment, I was responsible for creating innovative design solutions tailored to client specifications. My work encompassed various digital media, overseeing both small-scale and extensive web projects. My responsibilities include:

- Developed design concepts and layouts for websites and digital platforms
- Created graphics and visual elements tailored to client needs
- Managed design projects across different digital media