

Chia An Liu

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Experience

Surge Marketing Solutions

UI/UX Designer - Agency (Jun 2025 - Present)

- Translate client briefs and business requirements into user-centred digital experiences, using research, UX principles, and iterative design to solve user and business needs.
- Build and maintain scalable design systems and reusable UI patterns, improving consistency and efficiency across digital experiences.
- Collaborate with Creative Leads, developers, marketing, and SEO teams to deliver accessible, responsive, production-ready designs.
- Use Figma, Claude, and ChatGPT to accelerate ideation, UX exploration, and design iteration while applying independent design judgment.
- Supported a platform serving 310+ active members and processing 256+ event bookings, contributing to a 94% website health score and 95% accessibility score through responsive and accessibility-focused improvements.
- Created motion assets and animations for digital campaigns, websites and social media, enhancing visual storytelling and engagement across digital touchpoints.

Sainsbury's

UX Designer - Contracted (Nov 2023 - Jan 2024)

- Designed and optimised user journeys, user flows, sitemaps, information architecture, wireframes, UI designs, and interactive prototypes, effectively communicating design concepts and interactions to enhance the overall digital experience.
- Managed project timelines and deliverables, ensuring on-time execution and alignment with business objectives and user goals.
- Engaged with stakeholders to align on business objectives and ensure customer needs were effectively addressed, iterating designs based on user feedback to improve usability and accessibility.

Accudata (FamilyMart Taiwan)

UI/UX Designer - Retail (Sep 2021 - Aug 2023)

- Spearheaded the end-to-end redesign of the My FamilyMart app in a scale-up environment, boosting user engagement by 25% through user research, prototyping, and usability testing.
- Led UX research and strategy for cross-platform B2B SaaS solutions, conducting qualitative and quantitative research, defining product requirements, and improving enterprise user experiences, contributing to OKRs.
- Conducted in-depth user research (interviews, surveys, A/B testing, usability testing), leading to a 12% increase in engagement for an e-commerce platform.
- Streamlined UI for a digital mobile app, improving visual hierarchy and accessibility, contributing to over six million app downloads.
- Designed and maintained a consistent visual language and scalable design systems, reducing development time by 60% and ensuring alignment with brand guidelines to enhance usability and efficiency.
- Achieved over \$100 million in annual revenue by designing an innovative business model, informed by

user research and data-driven decisions.

- Collaborated with cross-functional Agile teams to prototype and test multi-platform services, addressing 80% of identified pain points, while aligning with product managers and engineers to define product visions, goals, and key features in a fast-paced environment.
- Translated and presented complex requirements to non-technical audiences, improving communication flow and prioritisation of deliverables.
- Optimised team collaboration by applying front-end design principles and delivering clear, actionable assets, which reduced design handoff revisions and accelerated product development efficiency.

MXPX

Graphic Designer - Digital Marketing (Jul 2020 - Aug 2021)

- Collaborated with cross-functional teams to deliver integrated marketing campaigns across digital platforms, including web design, email marketing, and social media content.
- Designed and executed graphic elements for digital and print, ensuring alignment with brand guidelines and elevating brand positioning.
- Managed homepage designs, ensuring a seamless user experience and creative impact through constant iteration and feedback from stakeholders.
- Assisted in the development of toolkits and guidelines to ensure best practices across all design assets.
- Championed user-centric design principles, ensuring products are intuitive, accessible, and delightful for users.

Licenses & Certifications

IBM Enterprise Design Thinking Co-Creator | Google Data Analytics Professional Certificate | Agile with Atlassian Jira

Education

Loughborough University - User Experience Design MSc (2023 - 2024)

National Taiwan University of Arts - Visual Communication Design BA (2016 - 2020)

GPA 3.92/4.0

Skills

English — Fluent
Mandarin Chinese — Native

Tools: Figma · FigJam · Claude · ChatGPT · Adobe Creative Suite · Jira · Miro

UI/UX Design: Product Strategy · UX Research · User Flows · Information Architecture · Wireframing · Prototyping · Usability Testing · Design Systems · Accessibility · Motion Design

Programming: HTML, CSS

Graphic Design: Typography · Colour theory · Branding · Social media graphics · Logo