Daniel Liu
UX/UI Designer

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Daniel is a product designer specializing in user-centered design, UX research, and branding. He crafts intuitive, accessible digital experiences through research and design thinking, driven by a passion for creating meaningful connections between people and products

Projects & Experience

UX Designer & Researcher
Forge
Sept 2025 — Dec 2025 · Burnaby, BC

- Conducted research to analyze BC's skilled trades industry
- Designed wireframes and prototypes for usability testing
- Led usability testing to identify user needs and pain points
- Applied empathy to improve usability and accessibility
- Worked closely with developers to align and iterate design
- Developed key features using React Native and TypeScript
- Designed team business cards for print production

UX/UI Designer
LevelUp
Sept 2025 · Burnaby, BC

- Performed research and competitive analysis
- Rapidly designed wireframes and lo-fi/hi-fi prototypes
- Conducted usability testing to gather feedback
- Worked with developers to iterate and refine design
- Created supplementary visual assets

Media & Logistics Coordinator
AFS Trans Co.
Sept 2023 — Sept 2024 · Burnaby, BC

- Designed customized marketing brochures
- Maintained company website and LinkedIn content
- Managed communication across the supply chain
- Coordinated transportation & warehousing solutions

Education

Digital Design & Development Diploma
Sept 2024 — May 2026
British Columbia Institute of Technology

User Experience (UX) Design Certificate
Jun 2023 — Nov 2023
Google UX Design, completed via Coursera

Skills

Design
Wireframing · Prototyping · User Research · Usability Testing · Information Architecture · Content Accessibility

Design Tools
Figma · Illustrator · Photoshop · InDesign · After Effects · Procreate · Premier · Davinci Resolve

Development
Javascript · Typescript · React · React Native · HTML · CSS · Python · VSCode · Git · Wordpress

Admin & Collaboration
Microsoft Office · Google Workspace · Trello · Jira · Slack · Agile Workflows