



Director of Design, Senior UX/UI/Product Designer

ARDENT

AR·DENT (ÄR DNT) ADJ.

1. Expressing or characterized by warmth of feeling.
2. Passionate.
3. Displaying or characterized by strong enthusiasm or devotion; fervent.
4. Burning; fiery.
5. Glowing; shining.

DEAR READER,

In every way, this word represents the work ethic I hold, the ability of my character and the manner in which I embrace design. This single bold word symbolizes my intense and continuous desire to be better, grow and develop my abilities personally and professionally.

My work values and practices are a result of my experience in the world. Early on, the experiences as a computer technician and a drafter lead me to be multifaceted and enjoy problem solving. It led me ultimately to digital design. I worked as a **hybrid designer and developer**, regularly creating interactive websites, banner campaigns, and viral marketing content in the entertainment and corporate sector. Over the span of 18 years, as skills were cultivated and specialized, I became a **UX/UI designer** and can now be called a **hands-on design director** specializing in work that ranges from product to education to branding in platforms such as desktop, 10 foot, mobile and tablet. It means I stay in the trenches, I do the work while leading well and with purpose. I bias towards action, I communicate directly and I pride myself in being open minded, fair and empathetic.

I look forward to working with a company doppelgänger version of myself; a place that is ardently strategic about its vision, revels in being detailed and thorough and requires of itself excellence as much as accountability.

With Regards,

JANCY LIU

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I like organizing while sipping whiskey, smelling newly printed paper, watching Samurai Jack, and running without scissors in the office.



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PORTFOLIO

JANCYLIU.com »

SOFTWARE

Figma	
Sketch	
Adobe XD	
Photoshop	
Illustrator	
InDesign	
HTML, CSS	

AWARDS

Addy Award, Davey Award, 50th Bank of America Achievement Award in the Field of Applied Arts, Festival of The Arts of Laguna Beach, Orange County Department of Education for Excellent Art Work

EDUCATION

UNIVERSITY OF CALIFORNIA LOS ANGELES (2002)
BA in Design & Media Arts
Dean's Honor List

ABOUT

My upbringing ingrained in me an eye for detail, a sense of dedication and a value in hard work. These characteristics are embedded in all that I do in both life and work. I am fearless in trying new experiences, and I pride myself on being adventurous, open-minded, thoughtful and creative. [Instagram.com/FancyJanxy](https://www.instagram.com/FancyJanxy)

KIND WORDS

- “ Jancy is the ultimate definition of a leader: providing opportunities, education, structure when necessary, building self-confidence, giving opportunities to try new things, all so that she & her peers can achieve more together than they could alone. ”
- “ She not only looks at features through the lens of a great designer, but also asks the important questions about the value of a feature, working with the business to understand the true need of the customer and helping craft solutions based on that. Jancy's work is always thorough, collaborative, and on time. ”

See more at [LinkedIn.com/in/Jancy](https://www.linkedin.com/in/Jancy)

WORK EXPERIENCE

FREE RADICALS GROUP (Apr 2002 - Current)

Design Director, Senior UX/UI Designer

Herbalife, HTC, Izze, AEG, Disney, Linkin Park, Sony, UCLA, NBC, etc

FLATIRON SCHOOL (Nov 2018 - Mar 2021)

Director of Design Education

Directed and designed the UX/UI design program, lead operations, launched the online program, created and restructured curriculum.

PEARSON (Jul 2017 - Nov 2018)

Director of User Experience

Directing and designing along side a team of UX and UI designers, digital interfaces, user flows and testing for educational products.

ENVOY (May 2015 - Jul 2017)

Art Director

Directed brand and marketing for an immigration tech product, leading as well as created designs that was leveraged by sales, marketing and product. Lead a rebrand from start to finish.

CAPEX (Jan 2013 - May 2015)

Design Director & Senior Product Designer

Creative lead on all marketing and products under the Cappex umbrella. Completed a full brand and product re-design and established a new product's brand from ground up for a sister product. Directed a small team while keeping hands dirty.

WALT DISNEY STUDIOS (Feb 2012 - Dec 2012)

Principle UX/UI Designer

Art directed and designed for the not yet released Disney version of iTunes. Worked closely with developers to implement new features and establish consistency across desktop, mobile, tablet and 10 foot.

POSSIBLE WORLD WIDE (May 2011 - Feb 2012)

Senior Interactive Designer

Art directed and designed the current Sony Playstation Store interface on the game console. Various projects that range from tablet, mobile, desktop and 10 foot for brands such as Disney and Sony.

BLITZ AGENCY (Sep 2009 - May 2011)

Interactive Art Director

Art director of multiple interactive and motion projects for desktop, mobile, and tablet for clients such as FX Networks, Adobe, Disney, Spin Master, Nike. Co-lead the Adobe account and sole lead for the FX Networks account. Lead teams while keeping hands on with design implementation as well as pitches and proposals.

MOCEAN (Apr 2008 - Aug 2009)

Interactive Art Director

EXOPOLIS (Jul 2007 - Apr 2008)

Senior Interactive Designer