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 an architectural drafter made me multifaceted and a strong problem solver, which inevitably led me to digital design. As a **hybrid designer and developer**, I regularly created interactive websites, banner campaigns, and viral marketing content in the entertainment and corporate sector. Over the next decade, as skills were cultivated in the **UX and UI design** space, I am now a specialized **hands-on Design Director** with a variety of work that ranges from product to education to branding in platforms such as mobile, desktop, tablet and 10 foot. It means I stay in the trenches, I do the work while leading well and with purpose. I bias towards action, I communicate with radical candor, and I pride myself on being open minded, fair and empathetic.

My philosophies as a designer and manager center around a **growth mindset**. By fostering a persistence to grow, critical thinking is developed, leading to the invaluable ability to problem solve. I believe by **continually questioning** it allows for reflection and further expansion of the self, revealing the individuals' motivations. Once discovered, as either a designer or a manager, I then **champion and nurture those goals.**

That's me in a nutshell. 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 requires of itself excellence as much as accountability.

With Regards,

JANCY LIU

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310.562.1389
JANCYLIU.COM

33% researcher and planner
33% problem solver and strategist
33% operational executioner

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

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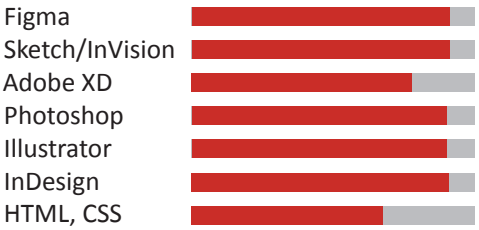
PORTFOLIO

JANCYLIU.com »

SOFTWARE



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***

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**

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 re-strategized the 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 were leveraged by sales, marketing and product. Lead a rebrand from start to finish.

CAPPEX (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

More work experience (2007-1998) on LinkedIn.com/in/Jancy

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