

Xiaoyi Liu (Niki)

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Portfolio: [nikiliu.co.uk](https://www.nikiliu.co.uk)

STATEMENT

Service Designer and Researcher with over 3 years in UX research in consumer products, specialising in driving product growth through research-driven solutions. Proven track record of improving user experience and product usability to contribute to business success. Passionate about end-to-end service design that creates meaningful impacts and drives innovation.

EXPERIENCE

UX Designer

May 2018 - Jul 2020

Lessel Ltd, London, UK

- Revamped website interface, leading to a 40% increase in user session time and improved traffic to neglected pages.
- Developed low fidelity wireframes and high-fidelity prototypes using Figma, increasing usability scores by 37%.
- Collaborated with marketing to design event graphics and materials for 4+ overseas events, including 5 furniture portfolios.
- Contributed 20+ logo mockups and 10+ business card concepts to the company's rebranding.

User Researcher

Sep 2020 - Mar 2021

PER Design, Shanghai, China

- Led the recruitment of 1,000+ interviewees and conducted in-depth interviews with 300+ participants, resulting in actionable insights for user-centred product innovation.
- Curated research plans, questionnaires, recruitment posters and selection criterias for 6+ projects, this led to a more focused research effort and improved the relevance of user feedback collected.
- Defined extensive research findings to actionable insights using data analysis, infographics and journey mapping to champion stakeholders' needs and desires for the design team to create innovative and meaningful designs.
- Spearheaded 5+ ideation and prototyping workshops using empathy mapping, scamper, card sorting and evaluation matrix.
- Identified barriers in production feasibility and worked closely with factories to prototype products and materials.
- Facilitated B2C growth for Siemens with 40% sales increase and supported Emma UK's first store launch in China.

Researcher and Assistant Designer

Sep 2023 - Current

DongFeng Industrial Company Limited, Shanghai, China (Remote)

- Organised 5+ workshops and 6+ surveys to assess user needs and identify design opportunities.
- Conducted 6+ market analyses to inform product improvements and new product designs.
- Designed marketing graphics and packaging for clients such as China Southern Airlines.

EDUCATION

MA Service Design

Sep 2022 - Aug 2023

Royal College of Art, London, UK - Full Credits

Sexual Health London / Prevent X

- Planned and conducted focus groups with 15+ interviewees, and 500+ survey respondents. Analysed research using user journey mappings, and visualised data.
- Cocreated, prototyped and tested the app, Sassy, which aims to prevent the spread of STI amongst young adults in the UK.

Royal National Lifeboat Institution

- Collaborated with 2 RNLI volunteers, 10+ locals, and sailing club members to solve the problem of derelict fibreglass boats in Burnham-on-Crouch with a sustainable solution.
- Led concept development with a multidisciplinary team for a sustainable skate park design by implementing empathy mapping and SCAMPER; secured positive feedback from 10+ community stakeholders.

United Nations Habitat, Digital Helpdesk

- Interviewed 4 digital identity experts, and led 4 service designers to find a solution for identity fraud in the world's largest identity system, Aadhaar.
- Designed a card cover and collaborated with India's government workers and users to prototype the concept remotely in hotels and stations.

BA Industrial and Product Design

Oct 2018 - Jun 2022

University of the Arts London, London, UK - 1st Class Hons and Diploma in Professional Studies

SKILLS & INTERESTS

Research Skills: Interviews, Mapping, Data Analysis, Prototyping, Usability Testing, Communication, Empathy

Design Tools: Figma, Miro, Photoshop, Illustrator, InDesign, AI, Excel, Powerpoint

Languages: English (Native), Mandarin Chinese (Native)

Interests: Tennis, Padel, Cooking, Podcasts