







Daphne Liang

User Researcher & Designer

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EDUCATION

University of Washington
 Master's degree, Human Computer Interaction Design, class of 2018

University of Washington
 B.A. International Studies & Japanese Linguistics, 2007-2011

DESIGN SKILLS

User Interviews
 Survey Design
 Data Visualization
 Personas/Journey Maps
 Storyboards
 Concept Validation
 Usability Testing
 Contextual Inquiries
 Task Flows
 App/Site Maps
 Competitive Analysis
 Heuristic Analysis
 Ethnographic Study
 Interactive Prototypes
 Responsive Design
 Style Guides

OTHER SKILLS

Persona/ICP Development
 Lead Generation
 Pipeline Management
 Project Management
 Building & Managing Teams

TOOLS

Axure	Illustrator
Balsamiq	Keynote
Google Analytics	Photoshop
Hubspot	Salesforce.com
HTML5/CSS	Sketch
InDesign	Principle
InVision	Proto.io

CERTIFICATIONS

AMA Situational Leadership II
 Miller Heiman

UW Computer Science and Engineering | Student Researcher Seattle, WA / March 2018 - Present

Student Researcher for Samia Ibtasam, Information and Communication Technology for Development Lab.

FREELANCE | UX Researcher and Designer San Francisco, CA / July 2016 - September 2017

Worked with clients on full cycle research-to-design for applications and websites. The work for clients included user research, defining personas, interaction design, and usability testing to ship new products or enhance existing ones.

DESIGNATION | UX/UI Design Apprentice to Designer Chicago, IL / April 2016 - September 2016

Designed mobile and web applications using design thinking and agile methodologies. Conducted user research and user testing, delivered insights to business decision makers, created user flows and low-to-high fidelity prototypes for clients including:

- **AptAmigo:** Redesigned renter's apartment finding experience and created a new apartment tour booking system. Designed a brand new lead generation workflow for leasing agents.
- **Ember Beauty:** Redefined client's target persona and designed a brand new product and mentor matching workflow, including scheduling, rescheduling, and managing preferences.

REDGATE SOFTWARE | Manager - New Business, Special Projects Pasadena, CA / October 2013 - May 2016

- Hired and developed highly effective teams. The New Biz team was responsible for ~\$900k of monthly AMER revenue and met or exceeded target consistently for 10 quarters.
- Led cross functional meetings with engineering, product, and customer experience to ensure user needs and recommendations influenced engineering decisions early in the development of new products and were accounted for in major and minor releases.
- Developed and implemented best practices to maximize pipeline integrity and creation, customer acquisition, retention rates, forecasting accuracy, and cross team collaboration.
- Created a brand new upsell playbook, ideal customer profiles, and revamped sales whiteboard metrics; providing first-ever sales standardization across both US sales teams.

REDGATE SOFTWARE | Account Executive - SQL Tools Pasadena, CA / March 2012 - September 2013

- Exceeded 100k monthly sales quota by 20-30% for 18 months consecutively while maintaining an 85% SAL/win rate consistently. Closed largest ever new business deal, 192k.
- Led usability studies with targeted clients to deliver feedback and insights to product managers and engineers to improve SQL Source Control.
- Shifted the company's sales model to focus time on understanding user needs and requirements which shortened the sale cycle from 4 weeks to 2 weeks for deals under \$10k and increased customer retention by 10%.
- Taught and promoted "SQL Server Best Practices" to DBAs, senior developers, and software architects through product demos at industry events such as SQL Saturday, SQL in the City, and Microsoft PASS Summit.