







Daphne Liang

Product 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

Wireframes low-to-high
 Interactive Prototypes
 User Interview
 Personas/Journey Maps
 Storyboards
 Concept Validation
 Usability Tests
 Contextual Inquiry
 Task Flows
 App/Site Maps
 Competitive Analysis
 Affinity Mapping
 Responsive Design
 Mobile Design
 Style Guides
 Logo Development

OTHER SKILLS

Client Management
 Customer Service
 ICP Development
 Lead Generation
 Pipeline Management

TOOLS

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

CERTIFICATIONS

AMA Situational Leadership II
 Miller Heiman

FREELANCE | Product Designer San Francisco, CA / July 2016 - September 2017

Self-employed designer working with clients on full cycle research-to-design for applications and websites. The work for clients include defining personas, user research, wireframing, and prototyping 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 wireframes, 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 | Sales Manager - AMER New Business Pasadena, CA / October 2013 - May 2016

- Hired and developed highly effective sales team. The team was responsible for ~\$900k of monthly AMER revenue and met or exceeded target consistently for 10 quarters.
- Managed the sales team in all aspects of the selling process to achieve revenue targets, conversion rates, and opportunity creation metrics. Administered weekly deal reviews, call listening sessions, and live call coaching to ensure that execution of sales strategies are consistent and effective.
- Developed and implemented best practices to maximize pipeline integrity and creation, customer acquisition, retention rates, forecasting accuracy, and cross team collaboration. SPIN, Challenger Sales, and Predictable Revenue are among some of the methodologies adopted and adapted in sales coaching. Conversion rates raised 10% across the team after implementing self developed call plan.
- 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

- Built and maintained a pipeline of 120 customers from download leads and inbound phone calls.
- 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 of \$192k.
- Shifted the company's sales model to focus on inbound leads rather than download leads by qualifying for different criteria, which shortened the sale cycle from 4 weeks to 2 weeks for deals under \$10k.
- Identified prospective client's technical and business requirements through product demos and matched with appropriate Redgate solution.
- 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.