ERNEST LIU

LEAD PRODUCT DESIGNER & TECHNICAL ARTIST

ABOUT ME

I'm a multi-disciplinary designer who obsesses over world-eating products. There's nothing better than working with talented individuals to shatter engagement and business goals.

EPIC! KIDS APR '19 – FEB '24

Lead Product Designer – Spearheaded a new reading paradigm that lifted key product metrics by a record 18%. I served as design lead, art director, and technical artist for a character-driven reading experience. I also redesigned a login screen & paid blocker, leading to $1.5MM in additional revenue.

WONDER WORKSHOP FEB '17 – MAR '19

Product Designer – Led product initiatives for the software team with cross-collaboration between various teams. I implemented many designs in Unity3D as a technical artist.

DISNEY & TAPULOUS APR '09 – MAY '16

UI/UX Designer – Led product design for the revenue-generating avatar system in the App Store hit Tap Tap Revenge, contributing to its massive success. I tackled game concepts, prototyping, & production.

FREELANCE 2007 – 2009

EDUCATION

THE ART INSTITUTE OF CALIFORNIA 2012

Bachelor of Science in Media Arts & Animation.

PRODUCT

- Product Definition
- UI/UX/IxD
- Rapid Prototyping
- Web/iOS/Android Designs
- User Testing & Research
- Branding & Iconography

EXPERTISE

CORE
- Figma, Lottie, Rive
- Photoshop Expert
- Adobe Suite

WEB DESIGN & CODING
- React, Next.js
- HTML, CSS, JS

OTHER THINGS
- Notion, Jira
- Git, GitHub
- Unity 3D, Blender 3D

CONTACT

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