

# VIVIAN (ZIWEI) LIU

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## SUMMARY

Results-driven UX Designer with 3+ years of experience designing 50+ high-performing websites across healthcare, construction, and professional services industries. Specialized in data-informed design strategies that increase conversions and user engagement, with proven expertise in Google Analytics tracking and stakeholder collaboration. Currently pursuing advanced training in AI-driven design innovation and communication leadership to deliver cutting-edge, user-centered healthcare solutions.

## EDUCATION

### Master of Communication in Leadership

2025 — 2027 (In Progress)

University of Washington

- GPA: 4.0 (ongoing)
- Focus on AI approach, innovation, storytelling and audience-centered approaches to digital media.

### Master of Science in Information Technology Management

2023 — 2025

Northwest University

- GPA: 3.85
- Focus on IT leadership, data-driven decisions, project management, innovation, and ethical problem-solving in real-world business environments.

### Bachelor of Art in Visual Communication

2020 — 2022

Seattle Pacific University

- GPA: 3.95 (Dean's List)
- Scholarships
- Specialization in UX/UI Design, Visual Storytelling, and Brand Identity Design

## PROFESSIONAL EXPERIENCE

### Integrity Marketing Services | UX Designer

July 2022 — Present

#### Design Leadership & Strategy

- Design and deliver 50+ custom websites across diverse industries including healthcare (dental clinics, pet clinics), construction, professional services, and real estate, with 7 featured portfolio projects in 2025
- Work cross-functional workshops with C-suite executives, project managers, content writers, and development teams to align design solutions with marketing strategy and customer needs

#### Measurable Business Impact

- Achieved 67% increase in organic search engagement for Rife Masonry within 3 months of redesign, positioning client as #1 in AI-powered search results (ChatGPT, Gemini, Google AI)
- Streamlined user journeys across client websites, reducing steps to conversion and increasing contact page engagement

#### Data Analytics & Optimization

- Track and analyze website performance using Google Analytics, monitoring conversions, user behavior, bounce rates, and traffic sources
- Collaborate with team to create customized analytics reports and data-driven recommendations for continuous design improvement
- Design visual reports and dashboards tailored to individual client needs and comprehension levels

#### Technical Execution

- Create interactive prototypes and responsive mockups in Figma that streamline design-to-development workflows
- Ensure cross-device compatibility and optimal user experiences across desktop, tablet, and mobile platforms