

LANNA LIU

Designer and leader with over 10 years of experience

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Experience

Oscar Health

SEATTLE, WA (REMOTE), SEPTEMBER 2022 - PRESENT

Director of Product Design, Platform+

Oversee a team of design managers and IC designers responsible for end-to-end platform and product experiences for internal and external users. Leading the discovery of long-term UX investments to innovate and scale our [+O products](#), advancing Oscar's mission of "making a healthier life accessible and affordable for all."

Meta | Facebook Reality Labs

SEATTLE, WA, AUGUST 2021 - SEPTEMBER 2022

Product Design Manager

Led a team of product designers and prototypers in defining the vision and strategy for the communication experiences on [Meta's "Project Nazare"](#) – an in development 0-to-1 Augmented Reality (AR) glasses product.

Alaska Airlines

SEATTLE, WA, JULY 2015 - AUGUST 2021

○ *Product Design Manager, 2018 - 2021*

Responsible for a multi-disciplinary design team in charge of transforming the digital day of travel experience. Organized and scaled team from 3 to 9. Collaborated with cross-functional partners on strategy and prioritization of existing and new products. Successfully delivered as Human Factors DRI (both software and hardware) on company wide initiative to create the first [Apple iPad based airport kiosk](#).

○ *Senior Product Designer, 2018*

Drive cross-channel UX design and research of mobile apps (iOS and Android), website, and self-service kiosks that support customers throughout their day of travel experience.

○ *UX Designer, e-Commerce, 2016 - 2018*

○ *Mobile UX Designer (Contractor via Aquent), 2015 - 2016*

University of Cincinnati x Cincinnati Children's Hospital

CINCINNATI, OH, AUGUST 2013 - MAY 2015

Designer & User Researcher – Graduate Assistantship

Created evidence-based tools (decision aids) to facilitate conversation, increase patient knowledge, and improve patient and parent confidence in their healthcare decisions. Defined metrics to test decision aid's effectiveness in order to refine the decision aid.

The Mayo Clinic

ROCHESTER, MN, AUGUST 2014 - MAY 2014

Service Designer + Design Research Co-Op

Identified patient and provider needs pertaining to primary care through in-person interviews, contextual observations, paper prototyping, card sorting, and facilitation of workshops. Designed and tested components and interactions to enable patient-centered care planning.

Education

University of Cincinnati

AUGUST 2013 - MAY 2015

MDes, Master of Design

GPA: 3.9

Arizona State University

AUGUST 2006 - MAY 2011

BS, Industrial Design

Minor, Business

GPA: 3.9

Université Lumière (Lyon II)

SUMMER 2008

French Language & Literature

GPA: 4.0

Volunteer

Hexagon UX, Seattle Chapter

FEBRUARY 2021 - PRESENT

Co-Chair

Hexagon is a non-profit aimed to empower and support womxn and non-binary folk in UX through community, events, and mentorship.

Activities & Awards

- Selected as "Outstanding Graduate" from 2015 MDes cohort
- Vice President of MDes program for University of Cincinnati's Graduate Student Government Association
- Social Chair for IDSA (Industrial Designers Society of America), Arizona Student Chapter

Presentations & Publications

- *Hindsight 20/20: Lessons in leading a team during a pandemic* (Medium article) · 2021
- *Dear diary: a study in air travel experience to define product strategy* (Presentation at Big Design Conference) · 2019
- *Product and color: Designing a tool to aid methodical color application for Industrial Design students* (Graduate Thesis) · 2015