

YOLANDA LIU

UX/Product Designer

Full Right to Work (Global Talent Route)
No Sponsorship Required

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PROFESSIONAL EXPERIENCE

Cedars AI UX Designer

2023 – 2024

Remote

- Collaborated with product and engineering teams to design a cross-platform, AI-powered interview product.
- Refined the product experience through iterative research and testing, achieving a 12.5% weekly growth rate and \$300,000 in investment interest.

Airbnb Senior Operations Specialist

2017 – 2021

Beijing, China

Exclusive Program - Secure premium inventory via host exclusivity

- Service Architecture: Led a team of 5 to architect end-to-end service workflows and playbooks (scripts/SOPs) in collaboration with Engineering and Product.
- UX Strategy & Impact: Identified "Data Blindness" via thematic analysis; designed a performance dashboard MVP that drove a 32.4% revenue uplift and 1,100+ sign-ups.

Plus Program - Airbnb's global flagship tier for design-led, verified homes

- Service Design & Localisation: Contextualised global standards via field research; engineered standardised host up-level toolkits and guidebooks, scaling Shanghai into a Global Top 10 market.
- Brand & Community: Fostered host advocacy via high-touch engagement and community-led education; partnered with Marketing to amplify brand visibility, acquiring 5,000+ targeted followers.

Originsight Branding Specialist

2016 – 2017

Beijing, China

- Responsible for PR and social media for UK higher education programmes; mentored 300+ students on Foundation Year and UCAS, boosting digital engagement by 3x.

EDUCATION

MSc Human-Computer Interaction Design

City, University of London | Sep 2023 – Dec 2025

MSc International Business

University of Leeds | Sep 2014 – Nov 2015

B.Mgmt Marketing BA Translation

Shandong University | Sep 2010 – Jun 2014

SKILLS

Design

Inclusive Design
Information Architecture
Interaction Design
Quantitative/Qualitative User Research
Usability Testing
Prototyping
AI-Augmented Creation
Spatial Interaction (XR)
Cross-cultural Localisation (China Market)

Technical Toolkit

Figma
Adobe Suite
Unity
C4D
HTML & CSS
Miro

PASSIONS

Airbnb Superhost (5 listings, 300+ guests):
Designed, launched, and managed the interior styling and operations of all listings.

Photography

Yoga