

Yuan Liao

[LinkedIn](#)
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Senior Product Designer

“Specialist in User Experience, Product Design, Design System, and User Research”

With 9 years of experience spanning FinTech, GovTech, SaaS, VR/AR, consultancy, and gaming, I excel in designing for regulated, complex, and multi-market environments, balancing compliance, accessibility, and cultural context. With a background in psychology and anthropology, I bring an evidence-based, empathetic approach and dedicate myself to create an empowering, inclusive work environment for my team mates.

EDUCATION

University College
London
**MSc in Social and
Cultural Anthropology**
2013 – 2014

National Chengchi
University
BS in Psychology
2009 – 2013

INDUSTRIES OF

INTEREST

AgeTech
Healthcare
VR/AR/MR
Wearable Devices
Travel & Tourism
Energy

KEY ACHIEVEMENTS

- Launched **multi-market products** with multilingual localisation for GovTech and IoT projects, and tailored gaming features to cultural norms.
- Designed for **highly regulated environments** – EU/GDPR compliance, FinTech data security, and regional user-protection regulations.
- Scaled design systems with **WCAG 2.1 accessibility and GDS standards**, driving inclusivity, multi-brand consistency, and faster delivery.
- Delivered multiple **0–1 projects** in GovTech and FinTech, transforming complex, manual workflows into scalable, user-centred tools.
- Advanced **organisational design maturity** by introducing research framework, resourcing system, skill metrics frameworks, and mentoring.
- Partnered with **the UK government** and **global enterprise** (Apple, PwC, Adidas, AWS) to improve measurable accessibility and efficiency.

EXPERIENCES

Senior Product Designer

May 2024 – Present

Lantern.ai **FinTech** **AI** **SaaS**

- **Design SaaS web tools for private markets products**, transforming manual, fragmented workflows into a cohesive decision-making system powered by AI insights and multi-source data visualisation.
- **Scale products and design maturity** by evolving research frameworks and design systems, embedding WCAG 2.1 AA standards, and accelerating delivery across squads.
- **Shape product direction in an ambiguous, regulated environment**, collaborating with engineers, PMs, and subject matter experts while navigating legacy constraints and data security requirements.

SKILLS

User Experience (UX)

Wireframing

Prototyping

Information
Architecture

UX Audit

Web Design

Mobile Apps Design

User research

Usability Test

Figma

Design System

UI Design

Accessibility

Design Strategy

Communication

Leadership

Stakeholder
Management

Develop Culture &
Others

Presentation

Senior UX Designer

Jan. 2022 – Sept. 2023

PUBLIC GovTech Consultancy GDS

- **Delivered transformative 0–1 projects** in defence, healthcare, cybersecurity, procurement, regulation, and climate, working with the UK government departments and EU entities.
- **Reduced uncertainty in highly regulated, complex public sectors** through rapid discovery and iterative design.
- **Drove strategic adoption of design systems** across client projects, balancing user needs with regulatory and accessibility requirements under the GDS framework.
- **Mentored junior members and raised design maturity** by introducing skills frameworks, resourcing systems, and measurable best practices.

UX Researcher

Aug. 2021 – Dec. 2021

Gravity Sketch Virtual Reality (VR)

- **Validated cross-platform design tools** across VR headsets, tablets, and web, addressing novel UX challenges in emerging technology.
- **Conducted qualitative and quantitative research** (usability testing, user interviews, behavioural analytics) to inform feature development for major clients, including Nike, Adidas, and Ford.
- **Worked in a fast-paced, exploratory environment**, translating concepts into actionable insights that enhanced product performance.

UX Designer

Aug. 2018 – June 2021

Gamesys Gaming

- **Improved UX across the global gaming platforms** through user research, prototyping, and iterative design, leading to increased player engagement and revenue.
- **Built and documented a scalable, multi-brand design system**, advancing collaboration, localisation, consistency, and delivery efficiency across international teams and markets.

UX/UI Designer

Dec. 2016 – Mar. 2018

Promise Technology IoT Cloud Storage

- **Led cross-platform UX/UI design** for private cloud tools across iOS, Android, macOS, and Windows, ensuring seamless user experience across varied technical and OS specific constraints.
- **Translated Apple's requirements into actionable design solutions**, aligning with firmware, backend, and frontend teams and contributing to the successful launch in the Apple partnership store.