

Yuan Liao

Senior Product Designer

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

With 9+ years of experience across FinTech, GovTech, SaaS, VR/AR, IoT, and consultancy, I lead end-to-end product design, mentor juniors, and deliver accessible, scalable products. I apply psychology-grounded, empathetic research with strong AI literacy to streamline workflows, shape product strategy, and strengthen user satisfaction and business outcomes, collaborating closely with cross-functional teams.

EDUCATION

University College London, UK

MSc in Social and Cultural Anthropology

2013 – 2014

National Chengchi University, Taiwan

BS in Psychology

2009 – 2013

INDUSTRIES OF INTEREST

AgeTech

Healthcare

Wearable Devices

Smart Home (IoT)

VR/AR/MR

Travel & Tourism

EXPERIENCES

Senior Product Designer

May 2024 – Present

Lantern.ai

FinTech AI SaaS Accessibility

- Design private market SaaS web apps that transform manual, fragmented workflows into automated and **AI-enhanced** finance tools.
- Implement **research frameworks** to drive evidence-based design decisions and product roadmap.
- Introduce **WCAG accessibility standards** as a design requirement to scale the **design system** and products for wider audiences.
- Convert inconsistent design system components and UX to **reusable, unified design**.
- **Shape product direction** and navigate through ambiguity and regulations through proactive communication with leadership, analysts, PMs and engineers.

Senior UX Designer

Jan. 2022 – Sept. 2023

PUBLIC

GovTech/Public Sector

Regulation

Consultancy

- Delivered multiple transformative, accessible **greenfield projects** for UK and EU governments in areas of defence, healthcare, and cybersecurity.
- Solved complex problems in the public sector through **rapid discovery, iterative design, and user testing**.
- Drove strategic adoption of **design systems** across client projects by balancing client needs and regulations under the GDS framework.
- **Mentored junior members** and **raised design maturity** by introducing skills frameworks, resourcing systems, and measurable best practices.

SKILLS

User Experience (UX)

Wireframing

Prototyping

Information Architecture

UX Audit

User research

Usability Test

Web Design

Mobile App Design

Design System

UI Design

Figma

Accessibility

AI Adoption

Design Strategy

Communication

Leadership

Stakeholder Management

Develop Culture & Others

Presentation

UX Researcher

Aug. 2021 – Dec. 2021

Gravity Sketch Virtual Reality (VR) Wearables

- **Led cross-platform research** across VR headsets, tablets, and web apps to improve usability and cutting-edge tech adoption for clients, such as Nike and Ford.
- Conducted qualitative and quantitative research, including usability testing, user interviews, behavioural analytics, and surveys to **guide feature development**.
- Worked in a fast-paced, exploratory environment, translating concepts into **actionable insights** that enhanced product performance.

UX Designer

Aug. 2018 – June 2021

Gamesys Gaming Global Localisation

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

UX/UI Designer

Dec. 2016 – Mar. 2018

Promise Technology IoT Cloud Storage

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