

RICKY LIU

Senior Product Designer

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PROFESSIONAL SUMMARY

Lead-level Product Designer with 10+ years of experience designing AI-powered self-service, conversational UX, fintech, B2B SaaS, merchant operations, ecommerce, internal tools, and scalable design systems. Strong in shaping ambiguous AI product problems into clear workflows, designing trust and control for agentic experiences, prototyping with AI tools, and partnering with Product, Engineering, Operations, and stakeholders to ship polished, measurable outcomes.

EXPERIENCE

Shift4 | Senior Product Designer

Remote | Nov 2022 - Present

- Led end-to-end UX for Launch Control, a merchant onboarding and operations platform supporting activation, compliance, risk, account states, and support workflows; increased onboarding completion by 60% and reduced support escalations by 40%.
- Designed AI-powered chatbot workflows for bill payment and complex account tasks through guided self-service, including conversational flows, fallback states, plain-language guidance, trust cues, and escalation paths.
- Prototyped AI-enabled workflows with Claude Code, Cursor, Replit, Figma Make, Figma AI, and Claude to explore task flows, edge cases, failure states, and human handoff moments before high-fidelity execution.
- Translated billing, compliance, support, and operational requirements into clear user flows, information architecture, interaction patterns, prototypes, UI specifications, and production-ready experiences.
- Built and maintained a modular Figma design system across 5+ product teams, improving consistency, reusable patterns, craft quality, and design-to-engineering handoff speed by 50%.

Station | UX Project Lead

Long Beach, CA | Nov 2021 - Nov 2022

- Designed real-time mobile diagnostics tools for technical service workflows, improving first-time task success by 48% and reducing completion time by 30%.
- Simplified complex operational states into guided experiences with clearer navigation, system feedback, status visibility, and reduced cognitive load.
- Created annotated workflows, reusable components, and implementation-ready specs that improved engineering alignment and reduced QA cycles by 40%.

Henkel | Senior Visual Designer

Culver City, CA | Aug 2019 - Nov 2021

- Redesigned loyalty and ecommerce portal experiences, increasing engagement by 25% and reducing bounce rate by 35%.
- Created scalable UI templates and visual systems that accelerated release cycles by 60% and improved cross-team consistency.

Earlier Experience

Los Angeles, CA | 2016 - 2019

- Candywirez - Visual Designer | The Creme Shop - Graphic Artist: Designed ecommerce, checkout, admin, campaign, and digital product experiences that improved conversion, engagement, email click-through rates, and launch efficiency.

SKILLS

Product and AI: Product Design, Lead Product Design, AI Product Design, Agentic AI UX, Conversational UX, Human-AI Interaction, Autonomous Workflow Design, LLM UX Patterns, AI Trust and Control, AI Failure States, Latency and Streaming States

Strategy and Systems: Enterprise SaaS, CRM and Sales Workflow UX, Fintech UX, Merchant Operations, Workflow Simplification, Information Architecture, Interaction Design, Visual Design, Prototyping, User Research, Usability Testing, Research Synthesis, Product Strategy, Design Systems, Figma, Stakeholder Alignment

AI AND PROTOTYPING

Claude Code, Cursor, Replit, Figma Make, Figma AI, Claude, AI Workflow Prototyping, Conversational Flow Prototyping, Human-AI Interaction Modeling, Edge-Case Exploration, AI-Assisted Research Synthesis, User-Flow Simulation, Low-Code Prototyping, Concept Validation, Prompt-Aware UX Exploration

EDUCATION

Certificate, UI/UX Design - University of California, Irvine

MFA, Graphic Design - Otis College of Art and Design

BFA, Digital Media Design - Beijing University of Technology