

# Kehan Liu

UX Designer with 2+ years of experience turning ambiguity into product solutions, balancing user needs, speed, business goals, and engineering constraints.

## CONTACT

✉ kehanliu98@gmail.com

🔗 **kehanliu.com**  
linkedin.com/in/kehan-liu-024119172/

📍 Toronto, ON

## SKILLS ✦

AI Co-design Workflow

Product Thinking

Wireframing & Prototyping

User Interface Design

User Research & Usability Testing

## TOOLS ✦

Figma, Claude Design, Stitch, Lovart,  
Notion, ClickUp, Miro, Webflow, Framer

## EDUCATION

### Certificate in UX/UI Boot Camp

University of Toronto 09/22 - 03/23  
School of Continuing Studies

### Master of Art in Recreation, Sport, and Tourism

University of Alberta 09/19 - 06/21

### Bachelor of Management in Sport Economics and Management

Beijing Sport University 09/15 - 06/19

## DESIGN PROJECTS

### AmMall E-commerce Marketplace Web + App Design

*Collaborative Work Project | User Research, Product Design, User Acceptance Testing | 2024*

- Designed and iterated buyer experience for desktop web and 0→1 built a mobile-first App experience, optimizing product discovery, checkout, and order tracking flows.

### AmMall Admin System 0-1 Design

*Work Project | User Research, Product Design, User Acceptance Testing | 2025*

- Built a scalable internal admin system from scratch to streamline marketplace operations, including listing, order, seller payout, and finance sections.

### SellPal ✦ AmMall's Standalone Website Building Tool

*Work Project | AI Prototyping & Handoff, User Research, Product Design | 2026*

- Used AI-assisted prototyping to design a seller tool enabling rapid storefront creation and customization with seamless marketplace inventory sync.

## WORK EXPERIENCE

### UX Designer, AmMall Inc.

04/24 - Present

- Leveraged AI-assisted workflows (Figma MCP, Claude, Stitch) to rapidly prototype, reducing design-to-handoff time by 50% while maintaining design system consistency.
- Designed and launched mobile app experience aligned with mobile-first traffic (63% of users), expanding reach and improving accessibility for core shopping flows.
- Expanded key commerce features (returns, discounts, order tracking, sharing, third-party integrations), accelerating platform maturity and enabling end-to-end user journeys.
- Drove data-informed product decisions by implementing traffic tracking and conducting user interviews, translating insights into prioritized product improvements.
- Designed high-impact commerce flows (homepage, checkout), reducing friction and improving purchase decision clarity.
- Led 0→1 design of a scalable admin system, enabling efficient management of listings, orders, payouts, and dynamic homepage content.
- Owned product definition and delivery planning, running design sprints and aligning cross-functional stakeholders on scope, solutions, and timelines.

### Financial Service Representative (bilingual), CIBC

08/21 - 08/22

- Delivered tailored solutions across 3,800+ client calls using strong financial product knowledge and active listening. Collaboratively handled fraud, disputes, and credit requests with other departments.

### Festival Communication Intern, International Festival of Winter Cinema

09/20 - 05/21

- Designed tickets and the 2021 annual report. Drafted and revised 12 grant applications and reports to 10 organizations and secured sponsorships of \$13,000.
- Managed logistics on-site. Communicated with the city, businesses, filmmakers, and the public.