

Amanda Liu

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EDUCATION:

The Ohio State University, Columbus, OH GPA: 3.78 / Expected Graduation: May 2025

Bachelor of Science in Business Administration, Max M. Fisher College of Business, **Major: Marketing**

Bachelor of Science, College of Arts and Sciences, **Major: Data Analytics, Data Visualization Specialization**

- **Business Honors Learning Community** – Competitive program of 25 select honors students with a focus on professional development, leadership skills, and community service
- **University Honors** – Complete rigorous honors classes and maintain exemplary grades
- **Maximus Scholarship** – Merit-based scholarship awarded to students with high academic achievement

WORK EXPERIENCE:

User Research Intern – Kroger, Cincinnati, OH May 2024 – August 2024

- Prepared and improved the quarterly Pickup survey, capturing the sentiment of hundreds of associates working in the Pickup department
- Led discussions, collaborated with, and presented findings to product designers and stakeholders to deliver actionable and useful feedback from users
- Developed a research plan and interviewed associates using an empathetic and product-centric approach
- Performed exploratory data analysis and statistical modeling using R to uncover insights

Research Assistant – The Ohio State University, Columbus, OH September 2023 – Current

- Work closely with faculty to conduct digital user experience-related studies with the School of Communication
- Conduct user interviews and think-aloud tasks to gain a better understanding of participants' social media use

Graphic Artist – Tastie Games, Remote February 2022 – Current

- Design colorful, stylized graphics for the video game Mole Maiden, including menu/website background art, illustrated assets to be used in promotional material, and cover art

CAMPUS AND COMMUNITY ENGAGEMENT:

Animation Club Marketing Officer – The Ohio State University, Columbus, OH September 2023–Current

- Grow the club's presence online and on campus through a student-centered marketing strategy
- Create vibrant and inviting promotional material such as logos, flyers, and social media posts
- Collaborate with other executive board officers to lead the club and foster a fun and informative environment

RHAC Marketing Committee– The Ohio State University, Columbus, OH September 2022–May 2023

- Engaged students in upcoming on-campus events through eye-catching and memorable advertising
- Produced promotional materials such as social media graphics, illustration, animations, and flyers

Certified Tax Preparer - Volunteer Income Tax Assistance, United Way, Akron, OH February 2018 – April 2022

- Assisted low-income individuals in the greater Akron community by preparing and filing tax returns
- Analyzed, recorded, and filed intake forms and client surveys

SKILLS:

- Wireframing and prototyping for web and mobile UX design in Figma and Adobe XD
- Creating user personas, user journey maps, storyboards, empathy maps, and competitive audits
- Conducting user research through user interviews, surveys, and usability testing
- Statistical modeling and analysis using R and RStudio
- Developing responsive websites using HTML, CSS, and Bootstrap
- Software development with Java, XML, HTML, Eclipse, and JUnit
- Graphic design, animation, and illustration using the Adobe Creative Cloud, Procreate, and Clip Studio Paint
- Digital game design/development using Unity and Ren'Py