

Linlin Liu

857-544-1372 · linlinliu@berkeley.edu · [linkedin.com/in/linlinliu](https://www.linkedin.com/in/linlinliu)

EDUCATION

University of California, Berkeley, Haas School of Business **Expected May 2028**
Master of Business Administration

Northeastern University, College of Engineering **December 2016**
Master of Science, Engineering Management

- Lean expert and Six Sigma Green Belt.

Huaqiao University, College of Engineering **May 2014**
Bachelor of Engineering, Industrial Design

- State-wide Innovative Design Award; Peak Performance Scholarship; Outstanding Leader Recognition.
- 5-month Study Abroad at Fu Jen Catholic University (Taiwan).

EXPERIENCE

Amazon **Boston, MA**
Senior UX Designer **Jan 2025 - July 2026**

- **Created product strategy and set feature priority, managing trade-offs with stakeholders**
 - Led end-to-end App and web design of pre-boarding experience on Amazon's global hiring platform for 4M employees, defining key metrics, creating and driving cross-functional stakeholders alignment on product vision.
- **Directed and conducted customer research, synthesized insights, and used data to inform product decisions**
 - Initiated and conducted investigation on customer hypothesis; designed a new data collection feature that increased corporate employees' task completion rate by 15% and reduced completion time by 20%.
 - Simplified Manager Hub product feature requirements by 50% while maintaining meeting customers needs.

Sonos **Boston, MA**
Senior UX Designer **May 2023 - Dec 2026**

- **Create user experience, balancing technical constraints across hardware, software, and voice control**
 - Designed music experience for 15M+ households globally, collaborating with 6+ organizations in 4 time zones.
 - Defined Autoplay feature strategy and brand message, positioning Sonos uniquely in relation to 150+ global Service Music Providers, including Apple Music, Spotify, and Youtube Music, etc.
- **Led B2B partnership initiatives as a PM (20%+ of revenue)**
 - Directed the Sonos-Lutron collaboration, defining product requirements, creating delivery roadmap, and aligning design, engineer, and partner teams on cross-device guidelines ahead of schedule for international launch.

Daily Harvest **New York City, NY**
Lead Digital Product Designer (remote) **Nov 2020 - Mar 2025**

- **Customer-centric champion**
 - Initiated the digital team's "Customer Chats" program, grounding product and strategy decisions in user insights, contributing to the company's \$1B valuation
- **Innovation and stakeholder leadership**
 - Pitched the C-level leadership a reward model that uniquely connected to the company mission and got approved, establishing a strong competitive advantage from competitors.
 - Launch the program on App and websites partnering with 7+ cross-functional teams including Eng, PM, marketing, customer service, finance, culinary... increasing ordering rate by 26% and in-App engagement by 42%.
 - Participated in technology evaluation and provided implementation strategy recommendations.

TripAdvisor **Boston, MA**
UX/UI Designer **May 2019 - Nov 2020**

- **Create App and web experiences for the Hotels used by 400M+ monthly travelers across 190 countries**
 - Made data-driven product decisions through A/B tests, contributing to \$939M in Hotels annual revenue.
 - Designed a dialogue-driven and MML-powered hotel search and recommendation experience after conducting market trends research and competitive analysis, increasing hotel booking engagement and conversion rate.

Designco **New York City, NY**
Designer, Way-finding Experience **July 2017 - Aug 2018**

- Worked as a full-cycle designer in a 3-person startup, managing client meetings, design development, vendor coordination, and on-site installation—sharpening cross-disciplinary and entrepreneurial skills.

BONUS

- iF Design Award Winner - an App that helps people heal from painful break-ups inspired by my personal experience.
- Creative builder - most recent hackathon product is a meditation App taking the user to an imaginary land of their own.
- Perpetual learner - favorite books are from Marcus Aurelius, Sun Tzu, Richard Feynman, Adam Grant, and Oki Sato.