KEXIN LIU

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EDUCATION

Royal College of Art

London | Aug 2023

M.A., Service Design

Course: Service Design Foundations, User Research, Stakeholders Analysis, Prototyping, Storytelling

Beijing Normal - Hong Kong Baptist University (BNBU)

Zhuhai | Jun 2022

B.Comm., Media Arts and Design

Course: Physical Computing, Interactive Design, 3D Design Fundamentals, Computer Programming for Design

EXPERIENCE

Product Designer & Developer

Diiing, Indie Project

Sep 2025 - Present

Most productivity apps impose high setup friction with no instant feedback. Diiing delivers low-friction achievement logging with visual review, helping users build momentum.

Reached a peak 5-day average user streak by grounding the product strategy around achievement over task management.

Designed end-to-end product lifecycle around a “coin jar” visual metaphor, delivered 12+ high-fi screens, proving the low-friction design hypothesis with a median logging time of under 15s.

Independently built and shipped the app using React Native, Expo, and LLMs— from zero to live on the App Store.

Architected a PostHog analytics framework tracking 5 key events; visual review function emerged as the primary engagement driver with over 70% adoption among DAUs.

User Researcher

County Youth Career Aspirations Study, Collaborative Project

Aug 2025

A 2-week ethnographic study in the career aspirations and lifestyle imagination of 15+ minority youths in Guizhou.

Spearheaded comprehensive pre-field research on local socio-economic context for research strategy

Designed 3 participatory tools including Life Journey Maps to establish trust and elicit deep narratives.

Led 15 semi-structured interviews of 90+ mins each; synthesized 20h+ raw data into structured insights surfacing both recurring patterns and unique individual stories.

Findings selected and presented at two international sociology conferences — HKSA and BSA.

Service Designer

Achimian

Apr - Jul, 2024

A consulting company specialized in brand strategy for clients in the dining & catering industry.

Conducted interviews and surveys with 30+ customers and staff; redefined key dining occasions and their core drivers, developing 3 key consumer personas that reframed brand strategy.

Deconstructed the UX journeys of 8 key competitors and mapped high-value customer segments through market research, identifying differentiation opportunities.

Facilitated 3 co-creation workshops with 80+ stakeholders to align interests and define strategic visions.

Collaborated with Strategy team to evaluate brand positioning; optimised 20+ consumer journey touch points.

Service Designer

Reimagining EV Learning Curve, Collaborative Project

Mar - Jul, 2023

London Taxi drivers face a steep learning curve integrating EV charging into daily work under new policy changes.

Conducted in-depth interviews with 10+ users, pinpointed pain points, and crafted 3 user archetypes.

Revamped in-car interface based on observed behavioural friction points, standardizing UI design and integrating charging data and community features..

Developed low-fi prototypes and iterated through two rounds of usability testing with 7 users, producing 10+ high-fi screens that measurably reduced the learning curve.

SKILLS

Tools

Figma, Webflow

Adobe Illustrator, Photoshop, Indesign, Premiere

Blender, Maya, Procreate, MS Office

Programming

React Native, Expo

Javascript, HTML/CSS

Languages

English (IETLS 7.5)

Cantonese

Mandarin