

Lily Liang

Authorized to work in the U.S. without sponsorship

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EDUCATION

University of Pennsylvania — M.S. Integrated Product Design

May 2026 · GPA 3.93/4.0

Certificate in Engineering Entrepreneurship

Georgia Institute of Technology — B.S. Industrial Design

May 2024 · GPA 3.82/4.0 · Highest Honors

PROJECTS

Little Autonomy · Mobile App

Fall 2025 – Spring 2026

Montessori-inspired app helping parents build children's independence at home through guided practice and environment setup.

- Designed a three-layer UX system spanning environment setup, guided practice, and personalized recommendations, giving parents a structured path to building independence without Montessori training
- Ran conjoint analysis on core feature concepts, identifying a -21.2% preference impact for the AI chatbot and driving a pivot to live Montessori educator access
- Conducted mixed-method research across interviews, field visits, surveys, and forum analysis, reframing the product from information delivery to structured daily guidance

CIRCA · Penn Medicine / PEACE Clinic

Spring 2025

AI-powered pregnancy support service designed to build trust with underserved patients before a first prenatal visit.

- Shaped CIRCA's AI persona and hybrid tone model, shifting between calm-factual and warm-validating responses based on question type
- Prototyped a pre-enrollment chatbot preview, directly addressing the trust barrier driving low adoption among the patients CIRCA was built to serve
- Redesigned onboarding flow and copy, including a safety escalation flow that detects high-risk language and routes patients to a human care specialist
- Led Reddit forum analysis of early pregnancy communities, surfacing the emotional vocabulary and language patterns that shaped CIRCA's tone strategy

Tempo · Sponsored by NCR Voyix

Fall 2023

Three-part AI-powered service orchestration suite designed to reduce operational friction in fine dining.

- Identified inter-staff communication breakdown as a root cause of service failures and originated TempoChime, a wearable coordination device for dining room staff
- Specified TempoChime's AI orchestration logic, enabling task assignment by staff role without verbal coordination between servers, runners, and bussers
- Developed information architecture and UX for TempoChime and created CAD models and renderings for the wristband hardware, carrying the concept from coordination logic to physical form

EXPERIENCE

TopProduct · Co-Founder

Dec 2024 – Sep 2025

- Built and beta-tested a web-based PM interview prep MVP featuring AI mentor feedback, role-specific practice modules, timed exercises, difficulty ratings, and community answer comparison
- Synthesized beta feedback and usage data to evaluate product-market fit, then led the decision to sunset the platform based on retention signals

Jaguar Signage · Product & Sales Representative

May 2023 – Present

- Represented Jaguar Signage at ISA International Sign Expo in Las Vegas and Orlando, leading product demos, sales conversations, and distributor outreach for B2B signage clients

Georgia Tech Police Department · Social Media Assistant

Sep 2021 – Aug 2022

- Produced graphics, illustrations, and motion content for Instagram and Facebook, building a consistent visual language across social channels

SKILLS

Design: UX/UI · interaction design · service design · product strategy · prototyping · industrial design · CAD · rendering · Figma · Adobe Suite · Fusion 360 · SolidWorks · KeyShot

Research: User interviews · usability testing · field observation · survey design · forum analysis · conjoint analysis

Data & Technical: Python · SQL · R · Excel · regression analysis · hypothesis testing · cluster/factor analysis · HTML/CSS · AI-assisted prototyping

Technical Prototyping: Arduino · C++ · sensors · interactive prototypes

Fabrication: 3D printing · laser cutting · CNC · woodworking · foam modeling · silicone casting · sewing · vacuum forming · mold making

Languages: English and Mandarin Chinese, bilingual proficiency