

Annie Liao

8+ years of **digital** experience in **product management** and **visual design**

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EXPERIENCE

Digital Product Lead, World Journal

JUNE 2017 – PRESENT | New York NY

Building new product features and global business partnerships in a newly-formed digital team

Media Product Owner, Yahoo

MAY 2013 – FEB 2017 | Taipei TW

Yahoo TV – built web & mobile video content flow, programming and eCommerce marketing;

Tumblr – managed product l10n for Taiwan, growing user base and usage by 150% YoY;

Yahoo News – launched YBrain, 1st mobile-driven media product in APAC region

Content Producer, Yahoo

FEB 2012 – APR 2013 | Taipei TW

Created 1st Content Marketing Guide for internal use;

Launched Micro Revolutions: an investigative reporting series;

Designed infographic templates, generating over 500K Facebook reactions in 6 months

Interactive Graphic Artist, Florida Times Union

FEB 2011 – NOV 2011 | Jacksonville FL

Designed infographics for the newspaper and website

PERSONAL PROJECT

Airbnb Recommends — *Product Feature*

DEC 2017

Introducing a new recommendation button that encourages users to book Experiences during their Home-booking process

HONORS + AWARDS

Guest Speaker: **Winning Content Marketing Strategy**, Business Next Publishing Corp., 2014– 2015

Instructor: **Infographic Design Workshop**, KKBOX, Nielsen, Universities across Taiwan 2012 – 2015

1st Place: Best Illustrations, Florida Press Club, 2011

2nd Place: Best Infographics, Florida Press Club, 2011

SKILLS

Agile/Lean process, A/B Test, Wireframe/Prototype (Adobe XD, Balsamiq), Roadmap (Jira, Aha!), GTM strategy, Data analysis (SQL), Front end (HTML5, SCSS, JavaScript ES6, ReactJS), UI design (Illustrator, PhotoShop)

EDUCATION

Master's in Journalism at University of Missouri, 2008 – 2010

Bachelor's in Foreign Languages at National Chiao Tung University, 2005 – 2008