

# 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), FE Dev (HTML5, SCSS, JavaScript ES6, ReactJS), Visual 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