Axa Mei Liauw

USER EXPERIENCE ENGINEER

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EXPERTISE

Understand Needs	Ideate & Prototype	Develop & Implement	Assess & Validate
Observation	Figma	CSS / Sass	Analytics
Stakeholder Interviews	Adobe XD	HTML	Heatmaps
Surveys	Mural	JavaScript / Vue	Session Recordings
User Research	Sketch	WCAG	Usability Testing

WORK EXPERIENCE

User Experience Designer
University of California, Los Angeles Library

Jul 2021 - Present

- o Leads and mentors the UX Team. Sets agenda and facilitates regular team meetings. Participates in strategic planning with other team leads and the Head of Software Development and Library Systems.
- o Leads the development of the UCLA Library Design System and Figma to code workflow.
- o Translates designs into actionable user stories and tickets for developers with various artifacts and participates in software development meetings and pair programming to facilitate implementation.
- o Selects and conducts appropriate user research methods and analyzes and synthesizes research findings using various methods. Conducts usability testing on prototypes and production systems.
- o Determines information architecture and functional requirements based on user research and builds prototypes of varying fidelities.
- o Ensures designs are compliant with WCAG accessibility guidelines. Coordinates accessibility reviews and goals with the UCLA Disabilities and Computing Program.
- o Serves as active member of the Web Steering Team and liaises with the Library's Communications Team to maintain coordinated efforts. Participates in UCLA and UC level UX groups and engages with campus level UX initiatives and advocate the unique requirements of the library.
- o Learns new methods, technologies, programming languages, and frameworks to improve the work of the Software Development Team. Shares acquired knowledge and proposes new tools or workflows to improve the software development process.

Library Web Developer
Princeton University Library

Jul 2014 - Jul 2021

- o Provide front-end development, user experience design, training, and technical support for both public and staff facing library web applications. The primary focus of this position is the design, implementation, and testing of the front-end components of our applications including ensuring that they are implemented with standards for web accessibility.
- o Lead the planning and execution of usability studies and other user research activities undertaken by the library. Conduct usability studies, wireframe potential interface implementations, and user research tasks including interviewing application users and other Library stakeholders to discover and understand their needs. Work with other team members and Library staff to analyze the data gathered in those activities and translate it into actionable project plans and tasks denoted in tickets for assignment to our development teams.

- Lead the accessibility initiative to advocate and implement inclusive user experiences by performing accessibility reviews and sharing best practices with colleagues.
- Create shared templates, interface patterns and shared graphics that ensure our applications implement consistent graphic identity and user experience.
- Technical lead and member of various committees and project teams; work directly with librarians, archivists, and other Library staff to facilitate the management of the library's web content and ensure that our applications match user needs.

Web and User Interface Librarian   **Jul 2013 -**
Wayne State University Libraries   **Jun 2014**

- Led the interface design and front-end development of the University Libraries' web presence including the design and development of a Digital Collections front-end, Copyright site, and redesign of the main University Libraries site.
- Created effective user interfaces for a wide range of library systems that met the needs of the libraries' patrons and elevated the overall user experience using HTML, CSS, Sass, JavaScript, jQuery, PHP, MySQL, and related technologies.
- Promoted interface integration among library systems, such as the library discovery layers, interlibrary loan, digital collection systems, and with campus-wide systems.
- Collaborated with a wide range of stakeholders and participated in multiple library teams to ensure and enhance delivery of web services and online resources.

TEACHING EXPERIENCE

Adjunct Instructor   **Jan 2014 -**
School of Library and Information Science   **Present**
Wayne State University

- Information Architecture
- Introduction to Website Development

Part-Time Lecturer   **Sep 2015 -**
School of Communication and Information   **Jun 2017**
Rutgers University

- Information Technologies for Libraries and Information Agencies

PRESENTATIONS

Liauw, A. (2023). From Figma to Fantastic Code. SoCal Code4Lib 2023. Virtual. July 14, 2023.

Liauw, A. and Weinthal, D. (2023). User Research Tactics: Using Dovetail. University of California User Experience Meetup. Virtual. March 3, 2023.

Liauw, A. (2022). Show & Tell: UCLA Library Design Tokens. University of California User Experience Meetup. Virtual. February 9, 2022.

Liauw, A. and Weinthal, D. (2022). Introduction to Figma. Code4Lib 2022, Buffalo, NY. Hybrid. May 23, 2022.

Liauw, A. (2020). An Overview of Accessibility at the Princeton University Library. Two-day Accessibility Continuing Education Workshop at Princeton University. Virtual. July 15, 2020.

Liauw, A. and Tampakis, N. (2020). Introduction to User Experience Design for Libraries. Code4Lib, Pittsburgh, PA. March 8, 2020.

Liauw, A. and Tampakis, N. (2020). Introduction to User Experience Design for Libraries. Princeton University Library Education and Training Committee, Princeton, NJ. January 14, 2020.

Liauw, A. and Reiss, K. (2016). It's Always Sassy in Philadelphia. Code4Lib 2016, Philadelphia, PA. March 7, 2016.

Hudson, C. and Liauw, A. (2015). How We Closed a Library and Opened Up Our Stacks: Providing Alternative Access Through Virtual Shelves. Association of College and Research Libraries 2015, Portland, OR. March 27, 2015.

Liauw, A. and Reiss, K. (2015). BYOB: Build Your Own Bootstrap. Code4Lib 2015, Portland, OR. February 11, 2015.

Hudson, C., Hukill, G., and Liauw, A. (2014). Starting from the Ground Up: How We Created Our Digital Collections Platform. Michigan Library Association Annual Conference 2014, Grand Rapids, MI. October 15, 2014.

Donahue, D., Liauw, A., Peacock, R., and Wurm, J. (2014). E-volving Information Literacy Tutorials with E-maginative and E-ngaging Design. Workshop for Instruction in Library Use 2014, London, Ontario. May 22, 2014.

Hudson, C., Hukill, G., and Liauw, A. (2014). Making It Up as We Go Along: How We Built Our Digital Collections Platform. Library Technology Conference 2014, St. Paul, MN. March 19, 2014.

CERTIFICATIONS

Certified Professional in Web Accessibility (CPWA)   **2019**
International Association of Accessibility Professionals

Certificate of Achievement for Completion of the Program in User Experience Fundamentals   **2018**
Princeton University

EDUCATION

Master of Library and Information Science   **2013**
School of Communication and Information, Rutgers University

Bachelor of Arts, Information Technology and Informatics   **2011**
Douglass College, Rutgers University

AWARDS

o UCLA Library Staff Appreciation and Recognition Award, 2023

o UCLA Library Living the Values Peer Recognition Program for Service, 2023

o UCLA Library Living the Values Peer Recognition Program for Innovation, 2023

o UCLA Library Staff Appreciation and Recognition Award, 2022

o UCLA Library Living the Values Peer Recognition Program for Communication, 2022

o UC Women Rock IT, 2022

o Princeton University COVID Staff Recognition Award Program, 2020

o Association of Research Libraries Career Enhancement Program Fellowship, 2012