Maggie Liu

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Experience

Information Designer
Ontario Teachers' Pension Plan
Jun '24 - Present

- **AI Product Design:** Lead product design for an internal enterprise AI platform supporting investment teams; reached 500+ active users within the first 3 months of launch.
- **BI Analysis:** Built an enterprise AI analytics dashboard in Power BI, integrating multiple AI tool data sources to provide visibility into adoption, trends and cost; reporting is used by stakeholders ranging from the CTO/CFO to individual contributors.
- **Design-to-code:** Pioneered an AI-assisted design-to-code workflow, and contributed front-end polish, reducing design-development iteration cycles by ~2×.

Creative Designer
Plotly
Mar '24 - May '24

- Created **campaign visuals** for **Plotly's Databricks partnership**, amplifying reach across LinkedIn and major tech conferences.
- Designed internal visual materials that helped the marketing team translate complex technical conference content into clear, presentation-ready narratives.

Information Design Intern
Ontario Teachers' Pension Plan
Sep '23 - Dec '23

- Designed and built Power BI dashboards to communicate key metrics for **Teachers' Venture Growth (TVG) team**. Visualized complex datasets to support investment insight delivery.

Product Design Intern
RideFlag Technologies Inc.
May '23 - Sep '23

- Led mobile **night driving HOV verification UX/UI design**, contributing to a pilot launch with **300+** active users in the first month. Redesigned the website, increasing average time on site by **178%** and reducing bounce rate by **32.4%**.

UX Design Specialist
University Health Network
Sep '22 - Apr '23

- Designed a **patient-facing platform** in collaboration with clinicians and researchers, reducing navigation time from **5s** to **1s** and ensuring accessibility compliance.

Education

Master of Information
University of Toronto
User Experience Design
2022 - 2024 GPA 4.0

Honors Bachelor of Arts · with High Distinction
University of Toronto
Cognitive Science, Economics, Minor in Statistics and Philosophy
2018 - 2022 Dean's List Scholar

Skills

Design: Figma, Sketch, Adobe Illustrator, Adobe XD, Photoshop, Invision

Design Skills: Journey Mapping, Design Systems, Information Architecture, Personas

Others: MS Office Suite, Python, Power BI, Power Automate, Copilot Studio