

Jia Liu

Product Designer

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SUMMARY

Product designer with 8 years building complex, technical B2B platforms, specializing in compliance-driven and regulated-industry systems where trust and data complexity are core to the product. I translate ambiguous technical problems into designs that regulated and technical audiences adopt, communicate directly with executive stakeholders, and carry that work through cross-functional execution to shipped, measured impact.

PROFESSIONAL EXPERIENCE

Benchling

Jun 2021 - Aug 2025, San Francisco, CA

Lead Product Designer

Aug 2024 - Aug 2025, Philadelphia, PA

- Led design across nearly every team building BioA, an ambiguous, end-to-end platform for biopharma enterprise customers. Ran deep customer discovery with a major enterprise account, then synthesized findings into concrete end-to-end designs across the platform.
- Presented end-to-end design concepts to internal teams and executive leadership to build company-wide alignment across two major milestones, and drove product scoping over multiple quarters directly with individual product, engineering, and design teams.
- Mentored the design team through complex scoping and product decisions as part of the effort.
- Shipped BioA in August 2025, onboarding 400+ users, the direct payoff of the multi-quarter discovery and cross-team design effort above.

Senior Product Designer

Feb 2023 - Aug 2024, Philadelphia, PA

- Shipped a group-by feature in search that let enterprise customers visualize two levels of hierarchy at once.
- Onboarded and mentored a new designer, modeling design practices like structuring product discussions and cross-functional collaboration.

Product Designer

Jun 2021 - Feb 2023

- Led design for Sample Control Roles, a compliance and access-control system for regulated enterprise customers, partnering with a PM and an engineering lead over a nine-month build. Defined error/warning states, export formatting, and view/edit permission patterns applied consistently across nearly every application in the platform, resolving a gap that had been stalling enterprise deals.
- Computed Fields were configured through a confusing internal admin dashboard, difficult to use even for internal support staff. Usage analysis showed most use was internal lookups across linked schemas, so I proposed a two-phase overhaul starting there rather than jumping straight to a customer-facing rebuild. Shipped phase one.
- Led design exploration for sample approval workflows, evaluating a workflow-automation engine against a flowchart-based approach through customer research; recommended flowchart workflows over the more complex engine, prioritizing customer fit over faster delivery.
- Sole designer covering three simultaneous, interdependent platform areas, Inventory, Registry, and Schemas, translating technical, abstract problems into specs that engineers and customer-facing teams could all work from.

Product Designer | LinkedIn

Sep 2018 - May 2021, San Francisco, CA

- Owned Recruiter, LinkedIn's B2B enterprise product, messaging features end to end, leading a redesign of the inbox experience and shipping a quick-reply feature that increased message accept rates by 5%.
- Created interactive user personas and journey maps adopted by a 200+ person product team.
- Led the team's migration from Sketch to Figma.

EDUCATION

M.S., Human-Computer Interaction | Carnegie Mellon University

B.A., Molecular Biology | UC Berkeley

SKILLS

Design: Interaction design, Visual design, User research, Usability testing, Design systems, Prototyping, Information architecture, Accessibility (WCAG 2.1)

Practice: Compliance & regulated-industry design, Customer research, Data-informed decision making, Executive & stakeholder communication, Cross-functional leadership, Mentorship

Design Tools: Figma Make, Cursor, Claude Design, Claude Code, Figma, FigJam, Adobe Photoshop, Adobe Illustrator, Framer