



Mengru Liao

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Collaborative design strategist currently concentrating on desktop virtualization solutions and developer experience. A problem solver with diverse background and experience in art & design, non-government, academic institutions and information technology both in China and US. Skilled at cultural adaptation; program planning and devising solutions using Human-Centered Design (HCD) as primary tool.

Education

Maryland Institute College of Art; Baltimore, MD, US

Master of Arts in Social Design, 2018
Thesis: Adolescent Drug Use Intervention in Baltimore City

Renmin University of China; Beijing, China

Bachelor of Arts in Applied Art Design, 2014

Skill

Human Centered Design (HCD)

- Design Research
- Prototyping
- Facilitation
- Intervention Design

Language

- Chinese - Native
- English - IELTS 7.0
- Japanese - N1

Design & Making

- Motion Graphics
- Graphic Design
- Fabrication & Textiles

Additional Professional Experiences

2018

- Student, Clinton Global Initiative University; Chicago, IL, US
- Exhibitor, Bearing Friction (Group Show); Maryland Institute College of Art; Baltimore, MD, US
- Independent Study - Grad ELL Peer Mentorship Program; Maryland Institute College of Art; Baltimore, MD, US

2013 - 2017

- Exhibitor, SEED2017 (Group Show) @Power Station of Art; Shanghai, China
- Art Director, My 17 Gay Friends; Beijing, China
- Actress, The Vagina Monologues; Beijing, China

Experience

Product Designer

VMware, Inc; Beijing, China, 2019-Present

- Project Nautilus, Desktop Kubernetes Solution
 - User research & End to End story making;
- vSphere
 - UX Research & UX Design

Social Design Strategist

Cochlear Center, Johns Hopkins Bloomberg School of Public Health; Baltimore, Maryland, US, 2018-2019

- Baltimore HEARS-Dementia, Community-delivered, affordable, accessible hearing care intervention for older adults with ADRD
 - Research planning; Applying HCD into mixed-methods research;
 - Designing interventions addressing hearing loss for older adults with dementia;
 - Analyzing user feedback and iterating design process.
- ENHANCE, Engaging Healthcare to Address Communication Environments
 - Developing sustainable training materials for the program.
- Hearing & Aging 101, Animation Series that communicates Hearing, Hearing Loss, Aging and Public Health.
 - Animation production & Program management.
- Branding Strategy

Social Design Fellow

Welch Center, Johns Hopkins Bloomberg School of Public Health; Baltimore, Maryland, US, 2017-Present

- Daily24, an app to address the relationship between timing of eating/sleeping and weight
 - Optimized engagement flow; Engagement system design;
 - Front-end design (HTML/CSS).
- H42/H4U, gestational diabetes mellitus (GDM) and hypertensive disorders in pregnancy intervention.
 - Introduced Human-Center Design approach to the research process;
 - Redesigned project workflow to better center user experience.

Collaborative Design Strategist

Center for Social Design, Maryland Institute College of Art; Baltimore, Maryland, US, 2017-Present

- Design strategy making for clients in different context through HCD
- Johns Hopkins Armstrong Institute for Patient Safety & Quality
 - Provided design solution (Patient Passport) to bring fun facts into patient identification system for children.
- Baltimore Design School (BDS) Library Redesigning Project
 - Re-narrated the function of library with the concepts of mobile library and skill exchange.
- Baltimore City Health Department HealthiAir Pt.2 @ Douglas Homes
 - Created Community Action Pack for Douglas Homes to help engaging residents in creating smoke free units.

Illustrator&Designer

GOOSEBUMPS, Inc.; Shanghai, China, 2014-2016

- Illustration, graphic design, game animation for clients from Japan.

Program Intern

Beijing LGBT Center; Beijing, China, 2012-2013

- Program management focusing on Campus Advocacy;
- Coordinated the 1st LGBT Peer Mentorship Program in Beijing.