Jia (Joy) Liu

Assistant Professor in Graphic Design, UX/UI, Human-Computer Interaction (HCI)

College of Liberal Arts and Social Sciences
Texas A&M University-Victoria
3007 N. Ben Wilson, Victoria, Texas 77901
O: (361) 572 4853
M: (347) 446 4164
E-mail: liuj3@tamuv.edu

EDUCATION

Master of Fine Arts (M.F.A.)   May 2005

Major: Set Design

University of Mississippi, Oxford, MS, U.S.A.

Bachelor of Engineering (B.E.)   July 2001

Major: Industrial Design

East China University of Science and Technology, Shanghai, China

ACADEMIC EXPERIENCE

Assistant Professor

August 2023—Present
Department of Multidisciplinary Studies
Texas A&M University-Victoria, Victoria, TX, U.S.A.

- Instruct courses in design foundations, graphic design, UX/UI design, AI in design, motion graphics, publication design, and senior portfolio.
- Conduct research on UX/UI usability evaluation, web and mobile user testing, and the impact of emerging technologies on UX/UI.
- Provide academic advising and mentorship to students, collaborating with industry partners to create internship opportunities.
- Serve as the chair of the University Undergraduate Affairs Committee.

Assistant Professor

August 2020—July 2023
Department of Industrial Design
Xi'an Jiaotong-Liverpool University, Suzhou, China

- Instruct undergraduate and graduate courses in design foundations, graphic design, visual communication, UX/UI design, product design, and final-year projects.
- Serve as the module leader, responsible for overseeing module monitoring, improvement, evaluation, and evaluation activities.
- Conduct research on the the AI in graphic design and the integration of VR in advancing design education at the higher education level.
- Offer academic advice and mentorship to students.
- Serve as a member of the Program Progress Committee and as the department visual design coordinator.

Graduate Teaching Assistant

August 2002—May 2005
Department of Theatre Arts
University of Mississippi, Oxford, MS, U.S.A.

- Receive full financial aid and Graduate Fellowship for three years.
- Assist faculty with classroom preparation, instruction, grading.
- Manage the schedule and daily operations of the theatre studio.

PUBLICATION & PRESENTATION

- Jia Liu, "Framework for Inclusive UX: Refined Prompt Engineering and Multilingual Chatbots for Unmoderated Usability Testing", *HCI International 2026:28th International Conference on Human-Computer Interaction*, July 2026.

- Jia Liu, "AI in Automated and Remote UX Evaluation: A Systematic Review (2024–2014)", *Advances in Human-Computer Interaction* (5-year Impact Factor: 2.8), vol. 2025, Article ID 7442179.

- Jia Liu, "AI-Powered Automated and Remote UX Evaluation Methods: A Systematic Literature Review", *SIGDOC '25: The 43rd ACM International Conference on Design of Communication*, October 2025.

- Jia Liu, Shujun Jiang, "Comparative Analysis of Usability Evaluation Methods for University Website: Implications for Student Recruitment", *HCI International 2025:27th International Conference on Human-Computer Interaction*, June 2025.

- Jia Liu, "Enhancing Peer Engagement and Creative Thinking in Graphic Design Class Through Figma: An Action Research", *International Journal of Science, Engineering and Management* (Impact Factor: 2.7), Volume 10, Issue 11 :50-54.

- Yanhu Han, Xiaobo Xu, Yu Zhao, Xiaoping Wang, Zeyu Chen, Jia Liu (07/2022), "Impact of Consumer Preference on the Decision-making of Prefabricated Building Developers", *Journal of Civil Engineering and Management* (Impact Factor: 3.711), 2022 Volume 28 Issue 3 : 166-176.

- Jia Liu, Sicheng Li, Shengpei Ren (05/2022), "Crowdfunding for the Environmentally Sustainable Products an Exploratory Case Study Approach", *The 21st Wuhan International Conference on E-Business*, May 2021.

- Jia Liu (02/2021), "Development of an Intelligent Office Chair by Combining Vibrotactile and Visual Feedbacks", *The 7th International Conference on Mechanical Design and Engineering*, February 2021.

GRANTS & AWARDS

- Grant, principal investigator, "Operationalizing Linguistic Equity in UX Evaluation: Multilingual AI Assistants for Inclusive Communication Design", Career Advancement Research Grant, 2025, ACM SIGDOC, U.S.A.

- Grant, principal investigator, "Enhancing Remote Usability Testing Through the Integration of Large Language Models: An Experimental Study", Internal Research Grant, 2026-2025, University of Houston-Victoria, U.S.A.

- Grant, principal investigator, "Course Redesign of DSGN1303 Design Foundation III (AI and Visual Design Tools-Ps & Ai)", UHV Title III Grant, 2024, University of Houston-Victoria, U.S.A.

- Grant, principal investigator, "Optimizing Prospective Student User Experience: An Evaluation of UHV's Website through User Experience Questionnaire and Usability Testing", Junior Faculty Summer Research Grant, 2024, University of Houston-Victoria, U.S.A.

- Grant, principal investigator, "Assessing the Quality-in-Use of Bilibili's Mobile App UI Design: A Case Study of Chinese Social Networking Platform", Summer Undergraduate Research Fellowship, 2023, Xi'an Jiaotong-Liverpool University (XJTLU), China.

- Grant, principal investigator, "Adopting Web-based Decision Support System (DSS) in IND302 Design for Sustainability", Teaching Development Fund, 2022, XJTLU, China.
- Grant, principal investigator, "Development of an Intelligent Office Chair with Visualizing Posture Feedback for Adjusting Sitting Behaviour", Research Development Fund, 2021, XJTLU, China.
- Award, Best Exhibition Design Award, 2023 Nanjing College Student Design Competition, China.
- Award, Third Prize of the Exhibition Design Competition, 2022 Nanjing College Student Design Competition, China.

ACADEMIC SERVICE

- Chair, Undergraduate Affairs Committee, Faculty Senate, University of Houston-Victoria
- Mentor, Quality Enhancement Plan (QEP), University of Houston-Victoria
- External Reviewer, SIGDOC '25 (The 43rd ACM International Conference on Design of Communication)
- Reviewer, The International Journal of Educational Research Open (IJEDRO)

INDUSTRIAL WORK EXPERIENCE

Chief Designer / Co-Founder

May 2013—January 2019
Nature Home Design Studio, Dubai, U.A.E.

- Define and uphold the studio's overall visual direction and design system.
- Lead concept development and personally shape key creative outputs.
- Review and refine all major work to maintain quality, coherence, and brand integrity.
- Mentor designers to improve craft and ensure consistent execution across projects.

Visual Communication Designer

February 2019—July 2020
Amity University Dubai, Dubai, U.A.E.

November 2010—June 2012
Department of Media & Printing, American University of Sharjah, Sharjah, U.A.E.

- Translates marketing goals into clear concepts and produces multi-channel assets for web, social, print, and motion.
- Maintain and evolve the university's visual identity, ensuring strict brand consistency.
- Collaborate with marketing, admissions, and campus stakeholders to manage briefs, feedback, and timelines so campaigns ship on schedule.
- Enforce quality and accessibility standards and iterate based on testing and performance metrics.

Virtual Studio Scenic Designer

August 2001—July 2002
Shanghai TV Station, Shanghai, China

- Create TV productions' 3D virtual set.
- Provide technical support for the TV programs production.
- Operate the camera and lighting equipment.

PROFESSIONAL CERTIFICATES

- Google UX Design Professional Certificate, June of 2024, by Google Career Certificates
- Generative AI for Educators Certificate, Apirl of 2024, by Google and MIT Raise

PROFESSIONAL SKILLS

- Adobe Creative Suite (Photoshop, InDesign, Illustrator, After Effects, XD), Figma, HTML, CSS.
- Freehand sketching, drawing, marker rendering, painting, model making.

PROFESSIONAL MEMBERSHIP

- Membership, Association for Computing Machinery (ACM), U.S.A.
- Membership, The ACM Special Interest Group for Design of Communication (SIGDOC), U.S.A.

COURSES TAUGHT

- DSGN1302, Introduction to Drawing
- DSGN1303, AI-Powered Tools in Graphic Design
- DSGN3312, Principles of UX/UI and Mobile App Design
- DSGN4300, Advanced UX/UI (Web Development & Design)
- DSGN4318, Design Senior Seminar
- DSGN4322, Design Senior Portfolio
- DSGN4324, Motion Graphics
- PUBL6312, Publication Design