

# JIAYU LUO

UI/UX Designer & New Media Artist

[jiayuluo.com](http://jiayuluo.com)

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## EDUCATION

UC San Diego

Bachelor, Class of 2020

Major: Interdisciplinary Computing  
And The Arts

Minor: Design

GPA: 3.8

## SKILLS

### Design

Visual Design

Prototyping

User Need Research

Usability Testing

### Tools

Adobe Photoshop

Adobe Illustrator

Adobe XD

Adobe After Effect

### Programming

HTML

CSS

JavaScript

Java

Python

### Others

Arduino

Photography

Videography

Chinese Ink Painting

Mandarin

## EXPERIENCE

2018.11 - Present

### *UI/UX and Graphic Designer*

**SoleMate Solutions** | San Diego

- Designed the whole application SoleMate to assist lower extremity injury rehabilitation with my fellow designer
- Visualized design ideas in Arizona State University pitch competition and won top 5 finalists for SoleMate Solutions
- Designed graphics for the official website

2019.3 - Present

### *UI/UX Designer*

**Chinese Computer Community (Triple C)** | San Diego

- Designed the website Meetful to help with meeting planning
- Published the website in collaboration with computer engineers in May 2019

2018.7 - 2018.8

### *Visual Design Intern*

**Audi Creative Team, Leo Burnett Beijing Communications Co., Ltd** | Beijing, China

Facilitated the advertising campaign for Audi Q2 publication

Major responsibilities:

- Graphic design for advertising proposals
- Handbook layout design
- Ideation for commercials

2018.5 - 2019.6

### *Chair of Marketing Committee*

**Chinese Drama Club** | San Diego

- Managed marketing campaigns for shows
- Designed promotional swags (e.g. posters, flyers & t-shirts)
- Shoot photos and videos for campaigns and shows

## COURSES

### COGS 120. Interaction Design

Learned fundamental methods of interaction design and practiced HTML, JavaScript, and CSS. Designed and coded up a recipe generation website with my team.

### VIS147 A & B. Electronic Technologies for Art

Utilized digital electronics, such as Arduino, to create interactive artworks.