

Olivia(Jia) Song

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EDUCATION

New York University, Master of Science, Integrated Design & Media

Expected: Jul. 2027

- *Relevant Coursework: Ideation & Prototyping, Creative Coding, Dynamic Web, Digital Doubles*

Communication University of China, B.F.A. Visual Communication Design (Advertising Design)

Jul. 2025

- Average: 91
- GPA: 3.74 / 4.0
- *Relevant Coursework: Design Theory, Design Thinking, Composition Basis of Advertisement Design, Visual Communication Strategy, Typography Design, Creative Interaction Design and Technologies, Interactive Advertising Creativity and Design, Advertising Psychology, Media Design, Multimedia Technology and Application, Basics of Photography, Studio Photography*

TECHNICAL SKILLS

Programming Languages: P5js, React, HTML, CSS and JavaScript

Tools: Figma, Adobe Photoshop, Illustrator, Indesign, Premiere, After Effects; Unity; Blender; TouchDesigner, Processing, Arduino, GIT

PROFESSIONAL EXPERIENCE

Design Intern, Beijing Gehua Design Co., Ltd.; Beijing, China

Jan. 2025- Feb. 2025

- Proposed and refined interactive NPC storylines, enhancing character depth and user engagement in the “京师万象图 (Panorama of the Imperial Capital)” project.
- Assisted in redesigning audience interaction flows and institutional onboarding processes, improving usability and participation experience.
- Created peripheral cultural product designs, integrating intangible heritage elements into modern visual language.

UI & UX Intern, National Center for Educational Technology; Beijing, China

Jun.2024 - Aug.2024

(Education Supervision and Guarantee Service Department)

- Redesigned the information architecture and user interface of the National Extracurricular Education Training Supervision and Service Comprehensive Platform, restructuring core navigation and workflows.
- Conducted user research and interviews with three groups—public users, internal regulators, and institutional partners—and redesigned key pages to address user pain points and critical touch points.
- Benchmarked government and educational websites to redefine the platform’s visual language, balancing official authority with an approachable educational tone.
- Built interactive prototypes, refined UI components, and collaborated with cross-functional teams to ensure design feasibility, delivering the final report and brand guidelines.

ACADEMIC PROJECTS

Moodbin; Interactive Installation, Teamwork

Jun. 2024

- **Brief:** It is an interactive art installation based on gesture recognition technology, designed to provide unique emotional support for the daily commuters.
- **Task:** Pre-research, user analysis, case study, and interactive design.
 - Made design proposals about the interaction process and implementation method.
 - Utilized Touchdesigner and projection technology to realize interactive effects.

Redesign of the Official Website for the School of Advertising; Website Design, Teamwork

Jul. 2023

- **Brief:** The project optimized the original information architecture and visual design, enhancing user experiences.
- **Task:** Pre-research, user analysis, visual design, wireframe design, website architecture design, prototype design.
 - Collaborated with interdisciplinary students and shouldered one-third of the design tasks.
 - Presented the design proposal and got it approved.

Pei Xiao Zhen - Medical Companion Booking Platform; Website Design, Teamwork

May. 2023

- **Brief:** This platform integrates the resources of accompanying doctors on social media into a website, providing reliable assistance and warm companionship to those in need.
- **Task:** Pre-research, user analysis, competitive analysis, visual design, website architecture design, and iteration.
 - Discovered the pain point for the elderly people who are unfamiliar with medical procedures and need companionship.
 - Used Google Analytics for data monitoring, feedback collection, and design optimization.

The Dice; Package Design, Teamwork

Nov. 2022

- **Brief:** This sanitary pad packaging is designed specifically for visually impaired women.
- **Task:** Pre-research, user analysis, visual design, texture analysis, and package design.
 - Identified the visually impaired women's pain points when using and disposing of the sanitary pad.
 - Used bold contrasting colors and varied packaging materials to assist visually impaired women in using it.

EXTRACURRICULAR ACTIVITIES

Web Art as Site Workshop, New York University (Online) Aug. 2024 - Sep. 2024

- Learned basic web development skills, such as html, css, and Javascript, to make web art.
- Familiarized with the history of web art development.

User Experience Design Workshop, Savannah College of Art and Design (Online) Oct. 2023 - Nov. 2023

- Learned the research methods of analyzing user groups and opportunities.
- Familiarized with the interactive design workflow, including user research, app design, etc.

Student Union of Communication University of China Sep. 2021 - Sep. 2021

Member of External Relations Department

- Responsible for event planning, securing sponsorships, managing supplies, execution, etc.
- Invited alums and experts, enhancing the competition's professionalism and impact.
- Organized large-scale events, such as The 18th Capital University "The Elegant Star" Selection Competition.
- Coordinated with interdepartmental requests and facilitated communication between universities.

Montmartre in Dingfuzhuang, Campus Sketch Portrait Flash Art Event Oct. 2021

Member of Organizer & Host

- Coordinated with the venue arrangement and established a detailed activity schedule.
- Provided administrative support during events, including setup, registration assistance, and on-site coordination.