

VIOLA SUN

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aka Zuobijia

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UX Designer | Product Designer

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EDUCATION

California College of the Arts

M.F.A. in Interaction Design

2021 - exp. 2022 | San Francisco, CA

Merit Scholarship

Northeastern University

B.F.A. in Interaction Design

Minor in Art History

2016 - 2020 | Boston, MA

GPA: 3.75/4.0 | Dean's List(2017-20)

SKILLS

Softwares

Illustrator, InDesign, Photoshop

AfterEffects, iMovie

XD, Figma, Sketch, InVision

Autodesk Fusion 360

Coding

Html, CSS, JavaScript

Knowledge/Interests

UI/UX design, visual design

branding, typography

storytelling, aesthetics

user research, usability testing

competitive analysis

prototyping, wireframing

3D modeling

Interpersonal

Goal & detail-oriented

problem-solving

Logical & analytical thinking

multi-tasker & planner

great team player

great time manager

RELATED EXPERIENCES + ACTIVITIES

Design Intern // Sphinx International Art Education

July 2021 - Aug 2021 | Remote

- Provided portfolio preparatory/development class: Contents span from ideating, brainstorming, wireframing and research studies to creating visuals and UI elements, as well as animating and prototyping

Graphic Web Designer // ByteDance

May 2021 - Jul 2021 | Beijing, China

- Maintain the visual language of the brand and improve the TikTok graphic system
- Work collaboratively with internal teams to create innovative and compelling design work that is in-keeping with current trends

UI/UX Designer Co-op // Brigham and Women's Hospital

Jan 2020 - June 2020 | Boston, MA

- Design virtual education with eLearning videos for Harvard Medical school during COVID-19, increasing listening time by 58.03% and user retention rate by 74.15%
- Involved in the web content production and responsive designs with new features and user flows by working with engineers to code the front-end design
- Collaborated with a team of medical research strategists to conduct and visualize clinical market research into narrative visuals as well as generating innovative brand audit elements and mockups for future use

Visual Designer Co-op // Signshop Studio @Northeastern

Jan 2019 - June 2019 | Boston, MA

- Handled the whole process of several projects as a sole designer on a timely manner
- Participated into the 3D production with vinyl lettering, decal prints and designed stickers, nameplates, signs, banners displayed all over Mass Ave in Boston
- Promoted Green Office Challenge and designed carbon-free roadmap and narrative journeys for the Climate Justice Action Plan (CJAP) with data visualization about environmental sustainability @Northeastern

Product Designer // M-day Retail Corporation

May 2018 - Aug 2018 | Nanjing, China

- Worked in a team with PM, stakeholders and designers to conduct user and market research: ideate the design vision, lead design process, create user flows, testings and set seasonal & holiday product campaigns directions and product innovation strategies

Media Production & Design // CSSA @CCA & Northeastern

Sep 2017 - Present | Boston, MA - San Francisco, CA

- Helped manage the official social media accounts and content production and updates
- Made post designs which led to an increase in lead generation on the marketplace and an increase in click rates around 73.33% compared to previous posts