

FIONA LIU

DESIGNER.

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Education

BROWN UNIVERSITY | 2022-2025

Intended	B.S. Ethical Human-Computer Interaction
GPA	4.0
Involvements	Design For America Waste Management UX Researcher BetterWorldxDesign Public Relations Socially Responsible Computing Computer Vision Teaching Assistant

UNIVERSITY OF CALIFORNIA SAN DIEGO | 2021-2022

Pursued	B.A. Interdisciplinary Computing and the Arts B.S. Cognitive Science (specialization in Design & Interaction) Minor Computer Science
GPA	3.981 Junior Standing
Involvements	Cognitive Science Student Association Design Committee Design Co. Visual Designer Candidate

Skills

TECHNICAL

Basic Python • Basic Java • Figma • Procreate • Adobe Creative Cloud • Wireframing • Visual Design • Interface Design • Interaction Design • User Research • Usability Testing

COURSEWORK

Computer Graphics I • Intro Object-Oriented Programming I & II • Linear Algebra • Intro Cognitive Science • Intro Studio Art • Design of Everyday Things • Intro Research Methods • Neurobiology of Cognition • Design Communication • Computing in the Arts • Formations of Modern Art • Ethics in Digital Technology • Perception and Mind • Visualizing Information

INTERESTS

Painting • Museuming • Saxophonizing • Scrapbooking • Reading • Kayaking • Star-gazing • Baking • Puzzling • Grocery-shopping • Gift-giving • Sushi-and-egg-eating

Experience

DESIGN FOR AMERICA | Sep 2022 - Present

Collaboration Project | UX/UI Designer, Researcher

- Collaborated on a 6-person team setting to identify issues of waste in the Providence College Hill community
- Conducted surveys and competitive analysis to analyze major pain points of local waste management
- Assessed research findings for presentation critiques
- Narrowed design space and focus

WORDRIVE | Sep 2022 - Present

Independent Project | UX/UI Designer, Researcher

- Designed and collaboratively launched a Google Chrome extension for readers and language-learners to store and reference new vocabulary
- Conducted competitive analysis on alternative word storage and learning extensions
- Produced 70+ paper and digital prototypes while working closely with web developers

DORMIT | Jan 2022 - Aug 2022

Startup | Visual Designer, UX/UI Shadow

- Created 200+ iterations of the formal logo for beta launch of UCSD late-night delivery service
- Composed informational flyers to promote startup
- Voiced critiques on designs for app and web interface
- Designed Instagram story templates that reached 700+ users

COGNITIVE SCIENCE STUDENT ASSOCIATION | Nov 2021 - Jun 2022

Student Organization | Design Committee

- Designed branding and social media posts for the annual CSSA Conference that reached 600+ members
- Created graphics to accompany monthly Medium articles

ZOOM CHAT REDESIGN | Feb 2022 - Mar 2022

Case Study | UX/UI Designer, Researcher

- Identified pains of usability in Zoom's meeting chat interface through user surveys and competitive analysis, in accordance with Don Norman's *Design of Everyday Things* principles
- Reimagined chat navigation and introduced features to easily distinguish between chat recipients

STUDENT-ATHLETE COMMUNITY FOUNDATION | Aug 2022 - Present

Non-Profit | Lead Designer

- Iterated 150+ logos and flyers for non-profit that provides opportunities for student-athlete-led community service
- Developed foundations of branding guidelines

HUMANS FOR AI | Jul 2022 - Present

AI Student Collective | Lead Designer

- Formulated 100+ iterations of logos and flyers for a child organization catered towards providing ethical and accessible AI literacy to high-school and college-level students
- Conducted interviews to onboard new executives

PERCEPTION AND ACTION, WELCH LAB | Jul 2022 - Present

Research | Undergraduate Assistant

- Compiled resources and papers within the data and information visualization field
- Aided in designing experiments related to cognitive processes within scatter plot fluency