

Rui Sun.

Education

University of California, Berkeley

B.A. in Cognitive Science

GPA: 3.51. Design Innovation Certificate. Graduating in Fall 2018.

Coursework: Design Methodology, Human-Centered Design, Web Design, Innovation and Design Thinking in Business, Structure and Interpretation of Computer Programs.

Experiences

Lead UI/UX Designer @ Genetic Foresight

2018 January - Present, Berkeley CA

Designing user interface and user experience of company website, online portal and SaaS product platform. Designing marketing and sales collateral.

UI/UX Design of Web & Mobile App - Chestnut

Individual Project

Designed low-to-high fidelity mobile and web app prototypes to improve online shoppers' experience on receiving packages. Designed the application's UX flow.

Design Thinking - Therapeutic Stress-Relieving Massager

Team Project

Conducted user research (20 user interviews), usability testing and storytelling to help college students relieve anxiety. Collaborated on designing user interface and iterations of physical prototypes with 3D printing and CAD.

Front-end Dev & Web Design - Text Emoji Generator

Individual Project

Using HTML, CSS and JavaScript, built a web application that provides a wide range of options for users to create text emojis.

Market Research Intern @ Conversica.com

2017 May - August, Foster City CA

Built the annual market research report "2017 Sales Effectiveness Report - 4P's of Lead Follow-up" from scratch, featured on website homepage and used for sales support and marketing. Collected data from 900 companies across 13 industries, analyzed data with metrics and devised the final report.

Skill Sets

Design Tools

Sketch
Adobe Illustrator
POP by Marvel
Figma
InVision App

Methods

Design Thinking
User Research
Usability Testing
A/B Testing
Interviewing

Programming

HTML
CSS
JavaScript
Python
SQL

Contact

2125 Delaware St,
Berkeley, CA 94709

jesssunr@berkeley.edu
510.600.9067

www.ruisun.me