

Rui Sun.

Education

University of California, Berkeley

B.A. in Cognitive Science

GPA: 3.5. 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.

Experience

UI/UX Design of iOS App - Chestnut

Individual Project

Designed low-to-high fidelity iOS app interactive prototypes to improve online shoppers' experience on receiving packages.

Designed the application's UX flow.

Design Thinking - Therapeutic Stress-Relieving Massager

Team Project

To improve college students' stress-relieving mechanisms, we interviewed 20 UC Berkeley students to understand how they deal with stress. We then conducted user research, usability testing and storytelling to develop our final solution, which is a therapeutic stress-relieving massager. Designed 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.

Product Marketing 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, used for sales support and marketing purposes. Collected data from 900 companies across 13 industries, analyzed data with metrics and devised the final report.

Skill Sets

Design Tools

Figma
Adobe
POP by Marvel
Balsamiq
InVision App

Methods

Design Thinking
User Research
Usability Testing
A/B Testing
Interviewing

Programming

HTML
CSS
JavaScript
Python
SQL

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