

# 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 Design of iOS App - LibSpace

Individual Project

Designed low-to-high fidelity iOS app interactive prototypes to help college students find seats in libraries more efficiently.

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  
Illustrator  
POP by Marvel  
Balsamiq  
3D Printing

### Methods

Design Thinking  
User Research  
Usability Testing  
A/B Testing  
Interviewing

### Programming

HTML  
CSS  
JavaScript  
Python  
SQL

## Contact

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