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, 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	Methods	Programming
Sketch	Design Thinking	HTML
Adobe Illustrator	User Research	CSS
POP by Marvel	Usability Testing	JavaScript
Figma	A/B Testing	Python
InVision App	Interviewing	SQL

Contact

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