Kaitlyn Liu

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Experience

Vietnamese Student Association (VSA) — Graphic Designer
University of Washington │ July 2025 - Present
- Designed branded materials (t-shirts and membership cards) used by 100+ members, generating $2,000.
- Created promotional graphics for Phở King, a biennial intercollegiate cultural show contributing to fundraising efforts.
- Developed social media content for biweekly general meetings, increasing engagement and visibility across the VSA community.

Human Centered Game Design — Game Designer & Visual Designer
UW Directed Research Group │ June – August 2025
- Designed and developed a 2D narrative simulation game promoting environmental awareness and shoreline sustainability.
- Conceptualized storyline, mechanics, and world-building centered on cleaning and restoring a polluted coast through tide-based gameplay cycles.
- Created gameplay mechanics that allows players to rescue marine life, restore tidepools, reinforcing sustainability learning through interactive play.
- Designed art direction and visual style (ocean/tidepool theme) with soft pixel aesthetics and customizable environmental assets (e.g., coral biomes, lanterns).

Inclusive Design and Engineering — UX Researcher/UI Designer
University of Washington │ January – March 2025
- Partnered with a colorblind user to co-design an accessibility focused browser extension for color distinction in digital design interfaces.
- Conducted and led multiple co-design and feedback sessions that informed iterations.
- Presented final prototype and accessibility guidelines to peers and faculty including implementation feasibility.

Visual Communication in HCDE — UX/UI Designer
University of Washington │ September – December 2024
- Developed a cohesive visual identity for a food and drink festival hosted at UW, including a wordmark, signage, posters, and a mobile app interface.
- Designed and prototyped user flows enabling attendees to easily browse vendors and bookmark favorites.

Education

University of Washington
Human-Centered Design and Engineering
June 2027

Skills

Design & Prototyping Tools
Figma · FigJam · Miro · Canva · Sketchbook · Adobe Creative Suite

UX Research
User Interviews · Field Studies · Surveys · Usability Testing · Affinity Mapping · Journey Mapping · Personas & Scenarios

UX/UI Design
Wireframing · Prototyping · User flows · Visual Design · Graphic Design · Interaction Design · Web Design

Technical Skills
HTML/CSS · JavaScript · Java · Python

Soft Skills
Accessibility and Inclusive Design · Information Architecture