

Fuxin Liu

Product Designer | UI/UX Designer

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fuxindesign.com

Education

Design & Technology MFA, New York, USA
Parsons School of Design 2020

Automotive Engineering
Xi'an Jiaotong University BE, Shaanxi, China
Business Administration (Minor) 2017

Skill Sets

Design Methods

User Research, UI/UX Design, User Testing,
Prototyping, Critiques, Wireframing

Softwares

Adobe Suite (Ae, Ps, Ai, Pr, Xd, Id), Cinema 4D,
Figma, Sketch, Principle, Unity (Vuforia, Steam VR)

Related Skills

Coding (Html & Css), Illustration, Photography,
Motion Graphic, Motion Capture

Hardwares

Arduino Kit, HTC Vive, Google Cardboard

Language

English, Mandarin (native)

Achievements

China-US Youth Maker Competition
2nd Prize

Dean Scholarship
2018 - 2020

National College Student Mechanical
Innovation Design Competition
2nd Prize

Internet + College Student Innovation and
Entrepreneurship Competition
3rd Prize

Experience

Web Designer

2019.08 - 2020.12

Overseas Student Service Corp, New York, USA

- Led the design and implementation of user research, set up the persona from user data, get insights by observing and analyzing user journeys.
- Worked with the project manager, data scientists and development team of realty group to maintain a new "VR Showing" feature - according to user research, during the epidemic, 87% of users want to complete the rental process online.
- Optimized the visual and interactive design using WordPress. Improved the work efficiency for the realty group by about 25%.
- Redesigned the UI and UX of the CRM system.

UX Designer

2017.08 - 2019.08

Tongji University, Center of Digital Innovation, Shanghai, China / Remote

Research: HRI Design of Collaborative Robots in VR System

- In-depth study of HRI design, collaborative robots, and interface design principles and guidelines in VR systems.
- Built the working prototype through Unity on Oculus Quest.

Project: HMI Design of Electric Vehicle

Client: SAIC Group

- Conducted user research and market research on electric vehicle drivers using quantitative and qualitative methods.
- According to the research result, led the team to create a self-organizing HMI system for electric vehicles based on atomic design theory.
- Designed visual guideline for user interface with Figma and Principle.

Project: Data Visualization for Liver Cancer Treatment

Client: Philips Design

- Worked closely with surgeons, engineers, and other designers in the group to clarify the user needs and define the project objective.
- Analyzed and utilized the data from the semantic markup to build the front-end components and the user flow.
- Designed and prototyped a data visualization system, showed the usability test result to the stakeholders.

Project: Smart Garment Design

Client: Zishi Smart Garment

- Based on user research, formulated a mobile user interactive solution for stroke patients' rehabilitation.
- Delivered a working user interaction prototype. Tested the system with users and experts.

Product Designer

2013.09 - 2015.07

Tensor, Shaanxi, China

- Tensor is a comprehensive website for Xi'an Jiaotong University information, it provides on-campus news, feature articles, self-media content and other services for college students.
- Led the team in product planning, user research, in-depth interviews, and prototyping.
- Refactored web content, site map, etc, improved conversion rate by 9%. By adding news sections, feature articles and other content, attracted more than 1,000 new users to the site within three months