

# Fuxin Liu

Product Designer | UI/UX Designer

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## 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

### UI/UX Designer

2021.01 - Present

Faberium, New York, USA

- Delved into blockchain system and user experience process of phygital selling.
- Shaped and drove the design vision, brand visual guidelines, and user experience. Designed the wireframes, user flow, web / mobile UIs, and a 360 showroom.
- Built bridge between the blockchain marketplace with 3D art community using design and technology tools.

### Web Designer

2020.05 - 2020.11

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 - 2019.12

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 Steam VR and HTC Vive.

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.