

# ROSANNA LUI

## VISUAL & UX DESIGNER

### PROFILE

I am a recent Interactive Media and Design graduate from the University of Washington with a passion for solving design problems with the user in mind.

### EDUCATION

#### BA INTERACTIVE MEDIA AND DESIGN

University of Washington | Graduated JUNE 2017

Concentration in User Research and Design

### EXPERIENCE

#### FREELANCE DESIGNER

Brooks Running | OCT 2018 - CURRENT

- Improve Brook's website navigation and footer for the holiday season.
- Follow brand guidelines to design web banners, animated images, newsletters, and email templates.

#### RESEARCH AND DESIGN INTERN

Brooks Running | JUNE 2018 - CURRENT

- Worked closely with a team to develop and design multiple interactive prototypes in Sketch for numerous focus groups around the U.S.
- Analyzed quantitative and qualitative data to drive consumer research and insights.
- Designed ethnographic activities to help uncover the unexpressed needs of runners during focus groups.
- Worked to translate the research data visually into persona deliverables, infographics, and presentations under brand guidelines.

#### FREELANCE DESIGNER

Print Ritual | JAN 2016 - CURRENT

- Established wholesale business, created a product catalog and price sheet, and reached out to potential stockists.
- Researched trends to help develop new merchandise, designed products, and communicate with manufacturers to produce items.

#### RESEARCH HELPER

University of Washington | JAN 2014 - JUN 2015

- Transcribed interviews with research subjects and completed qualitative coding
- Collaborated with other students to review the coding, literature review, and developed a key book from interviews and questionnaires.

### CONTACT

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rosannalui.com

### SKILLS

User interviews  
Competitive Analysis  
Information Architecture  
Wireframes  
Persona Creation  
Journey Mapping  
Visual Design  
Agile (SCRUM)  
Usability Testing  
Affinity Diagramming  
Prototyping (Digital and Physical)  
Design Thinking  
Illustration skills  
Storyboarding  
UI Design  
UX Research

### LANGUAGES

English  
Cantonese  
Mandarin

### TOOLS

Adobe Photoshop  
Adobe Illustrator  
Adobe Indesign  
Adobe Animate  
Adobe XD  
Adobe After Effects  
HTML & CSS  
Invision  
Processing  
Final Cut Pro  
Microsoft Suite  
Bootstrap  
Balsamiq  
Sketch

### RECOGNITION

Design featured on Brat Box, November 2017  
Deans List Recognition, 2015 - 2017  
First Place Informatics Hackathon, March 2015  
University of Washington, Seattle