

VIVIAN RUIJUN LI

UX Designer

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[LINKEDIN](#) | [PORTFOLIO](#)

10823 Wilkinson Ave, Cupertino, CA 95014

EXPERIENCE

South Fayette Township School District

UX Designer (Contract)

January 2024 - ongoing (Pittsburgh, PA)

- Identified the existing problems of lack of career thinking and consistent communication between stakeholders in the course registration process
- Prototyped and validated innovative solutions that capture student engagement through interviews, surveys, contextual inquiries, and co-creation activities
- Created a course exploration platform to foster self-identity and inspire confidence in students to pursue their goals and interests, improving the end-to-end student experience in course planning throughout high school

Institute on the Formation of Knowledge

Communications Assistant

March 2021 - May 2023 (Chicago, IL)

- Designed and executed creative social media and email marketing campaigns, boosting engagement by 34% and showcasing the institute's innovative social sciences research and programs
- Edited promotional videos and refreshed website content, enhancing the visibility of talks, workshops, and course offerings, resulting in a 20% increase in event attendance

Smart Museum of Art

Researcher

April 2022 - August 2022 (Chicago, IL)

- Enhanced visitor experience for *Monochrome Multitudes* by contributing to art historical analysis, writing informative labels, and recording an engaging audio guide, providing a comprehensive narrative of modern monochrome art

Art Museum, The Chinese University of Hong Kong

Marketing and Design Intern

June 2021 - August 2021 (Remote)

- Produced original content and graphic design templates for an upcoming exhibition, culminating in a digital, Vogue-like magazine that creatively showcased artworks and explored late-Ming dynasty consumer culture
- Engaged online viewers by linking art historical research with contemporary issues, fostering a deeper connection and relevance to modern audiences

EDUCATION

2023-2024

Carnegie Mellon University

Master of Human Computer Interaction

2019-2023

University of Chicago

BA, Art History

BA, Media Arts and Design with Honors

COURSEWORK

Advanced Interaction Design
Design of AI Products & Services
Human-AI Interaction
Persuasive Design
Product Management Essentials
Programming User Interfaces
Virtual Reality Production

TECHNICAL SKILLS

Development

HTML, CSS, JavaScript, Python

Design

Figma, Miro, Photoshop, Illustrator,
InDesign, After Effects, Premier Pro,
Procreate, Blender, Unity

EXTRACURRICULARS

MODA, University of Chicago

Blog, Editor-in-Chief

May 2022 - April 2023

- Led a team of more than 30 writers, photographers, and creatives to produce weekly content, successfully celebrating and promoting self-expression

Fashion Show, Designer

November 2019 - April 2022

- Designed runway looks for the annual student fashion show, attracting more than 500 attendees with innovative fashion concepts
- Self-taught garment design, pattern making, and construction techniques