VIVIAN RUIJUN LI

UX Designer

(408)828-0960
ruijunl@andrew.cmu.edu
<u>LINKEDIN</u> | <u>PORTFOLIO</u>
10823 Wilkinson Ave, Cupertino, CA 95014

EXPERIENCE

South Fayette Township School District
UX Designer (Contract)
January 2024 - ongoing (Pittsburgh, PA)

- Conduct user research and identified existing problems of lack of career thinking and consistent communication between stakeholders in the course registration process
- Validate innovative solutions that captured student engagement through paper prototypes and Figma wireframes
- Collaborate with cross-functional team to create a course exploration platform to improve the end-to-end student experience in course planning by fostering self-identity and inspiring confidence in students

Institute on the Formation of Knowledge
Communications Assistant
March 2021 - May 2023 (Chicago, IL)

- Designed social media and email marketing campaigns with Mailchimp, Adobe Illustrator and Canva, 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 design templates with Adobe Illustrator and InDesign for an upcoming exhibition, culminating in a digital magazine that 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