VIVIAN RUIJUN LI

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EDUCATION

Carnegie Mellon University (School of Computer Science)   2023 - 2024
Master of Human-Computer Interaction (GPA: 3.83/4)
> *Relevant coursework: Human-AI Interaction, Design of AI Products and Services, Advanced Interaction Design,*
> *Programming User Interfaces, Virtual Reality Production, Product Management Essentials*

University of Chicago   2019 - 2023
B.A. in Media Arts and Design; B.A. in Art History (GPA: 3.84/4)

WORK EXPERIENCE

Future Farms (Freelance)**, Product Designer & Front-End Developer**   June 2024 - present
- Own the end-to-end redesign and implementation of the e-commerce experience for a local microgreens business, targeting different customer segments through a subscription model
- Collaborate with a developer to create custom interactions with JavaScript and Wix APIs

South Fayette School District (Capstone Project)**, Product Designer**   January - August 2024
- Reshaped the student experience of course and career path planning by making a flexible vision boarding tool that fosters self-identity and inspires confidence
- Conducted user research through contextual inquiry, co-creation, and interviews to identify key problems
- Balanced client need with user need through consistent communication and collaboration

Institute on the Formation of Knowledge, Communications Assistant   March 2021 - May 2023
- Designed social media and email marketing campaigns with Mailchimp and Adobe Illustrator, 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

Hindman Auctions, Intern, Rotations   June - August 2022
- Rotated through business development, operations, and marketing departments, leveraging user insights to inform strategic decisions and drive customer engagement

Art Museum at the Chinese University of Hong Kong, Graphic Design Intern   June - August 2021
- Improved visitor engagement by producing a digital magazine that connected art-historical research with contemporary issues, fostering a deeper connection and relevance to modern audiences
- Researched, wrote, and designed content and layouts, ensuring cohesive and engaging visual storytelling

FUN EXPERIENCE

MODA Digital, Editor-in-Chief   April 2022 - June 2023
- Managed a team of 30+ student writers, photographers, and creatives at the University of Chicago to produce original content on fashion, lifestyle, art, and entertainment that reached 5k audience per month
- Supported new members by giving advice on writing and creative direction to improve overall quality

SKILLS

Tools: Figma, HTML/CSS/JavaScript, Python, Adobe After Effects, Premiere Pro, Photoshop, and Illustrator

Techniques: Contextual Inquiry, Design Systems, User Journey Mapping, Qualitative Data Coding & Analysis, Rapid Prototyping, Storyboarding, Surveying, Usability Testing, Wireframing