

# Christina (Yufan) Liu

UIUX Designer | www.christinaliu.space | krilliantyf@gmail.com

A storyteller, an experience designer, a visual creator.

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## Experience

### Designworks, A BMW Group Company

Interaction Design Intern | 2023 May – Aug | Munich, Germany

- Clients include: BMW / MINI / Rolls Royce
- Assisted designers to define style guide for BMW Group VR project including interface, interactions, moodboard.
- Rendered style frames with Cinema 4D to communicate user's interaction experience and brand story. Delivered 3d assets and style frame for developers to build VR experience.

### Dora - No Code Design Platform

Product Design Intern | 2022 Nov - Now | Remote

- Collaborated with product manager to deconstruct user needs and built 14 video tutorials for better user onboarding experience.
- Worked with marketing team to design graphic assets including 3d motion posters and social media posts. Gain 15000+ followers and 110,000+ views on Youtube / Twitter / Instagram

### Cal-Fire and American Red Cross (Sponsored)

Website Designer | 2022 Jan – Oct | Pasadena, USA

- Worked with stakeholders to define user demographics and aesthetic preferences.
- Coded and built the instruction website for the campaign and brought the website to live.

### Wechat, Tencent

Interaction Design Intern | 2021 Mar – May | Shenzhen, China

- Defined user research process framework for designers and created 3 files for them to use in daily design process.
- Collaborated with PM to identify task flow for a campaign and designed the interface for developing.

### Video Blogger (Tiktok / Little Red Book / Bilibili)

Cosmetics and Life Vlog | 2017 Oct - Now

- Ran an account with cumulative 580,000+ followers
- Sponsored by Apple Inc, CHANEL, P&G, LA MER, Estée Lauder, L'OREAL, Lancome, result in views up to 2,000,000+ per video.
- Developed strategies for sponsorships based on market trends, resulting in increased followers' awareness of the sponsored brand and fulfilled capital commitments;

## Education

### ArtCenter College of Design

Bachelor of Science – Interaction Design

GPA 3.91/4.00

2019 - 2023 Dec

## Achievements

ArtCenter Provost List

Teaching Assistant for Comm Des 2, Vis Ix Des 3:  
Adv IxD, Sewing Lab

## Softskills

Concept Ideation, Storytelling, Time Management,  
Leadership, Strategic Thinking, Execution.

## Language

Chinese Mandarin & Cantonese (Native)

English (Fluent)

## Software and Design Skills

### UI/UX Design

User research, Market analysis, Information architecture, Usability test, Persona, User journey map, Competitive analysis, Wireframe, User Interface, Interactive prototyping, Design system

### Visual Design

Motion, Brand identity, Video editing, Storyboard, Typography, Editorial Design

### Software

Figma, Adobe Design Suite, Webflow, ProtoPie, HTML/CSS, Python, Processing, Cinema 4D, Notion, Keynote