# Fuyao Liu
## Multimedia Designer

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## EXPERIENCE

**UX/UI Design Intern** Sep 2022 - Present , remote
HULA
- Restructured the onboarding user flow, and created high fidelity prototypes for A/B testing, reduced registration time from 3min to 1min.
- Design intuitive experiences that excite our customers, provided implementation guidance to engineers for homepage friends-matching features, increased user engagement on events by 9.3%.

**Web Designer**  July. 2022 - Present , Monterey Park, CA
World Journal
- Connect with users, understood product goals, developed a news website with enhanced community and advertising features aligned with company's business goals to increase user engagement with life articles and sales promotion effectiveness.
- Owned the end-to-end design from research to hi-fi prototypes.
- Website will be launched in 2023.

**UX Designer** Oct 2022 - Dec 2022
Youtube Client Project
- Led qualitative researches, collaborated with Youtube UX researcher to investigate redesign opportunity of Youtube, identified pain points and explored research goals.
- Create wireframes, storyboards, sitemaps, screen flows and prototype for advanced subscription features. Designed and Iterated high-fidelity visual proposals via user-informed decisions.
- Define interaction models, UI specifications, presented hi-fi deliverables to cross functional partners and  stakeholders and receive 100% satisfaction rate.

**Research Assistant** May 2021-Aug 2021 - 3 mo, Pasadena, CA
ArtCenter College of Design
- Conducted design research about digital materials resulting in clarity of their visual representations
- Designed and prototyped a mobile app for AR materials exhibition using Unity with 100% tasks completion rate among 9 participants.

**Graphic Designer** Apr 2021 - Jan 2022 - 1 year, Remote
Discovery Education
- Build visual guidelines and digital assets for education products, to established and maintained strong branding & tone of voices

## EDUCATION

**M.A Media Design**
ArtCenter College of Design
2020-2022, Pasadena, CA

**B.E Industrial Design**
Tongji University
2014 - 2019, Shanghai, China

## USER EXPERIENCE

High-fidelity prototyping
Wireframes
Usability test
Persona
User research
Journey Map
Prototyping /Mockups
Design System
Data visualization

## DESIGN TOOLS

Figma
Sketch
Adobe Creative Suite
(PS,AE,AI,PR,XD )
Unity
Blender
C4D

## CODING

HTML CSS Javascript