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✉ liuy585@newschool.edu

SKILLS

- Brand Design
- Graphic Design
- UI/UX Design
- Editorial Design
- Web Design
- Digital Illustration
- Photography
- HTML/CSS

SOFTWARE

- Adobe InDesign
- Adobe Illustrator
- Adobe Photoshop
- Adobe Lightroom
- Figma

LANGUAGE

- English
- Mandarin
- Spanish (basic)

HOBBIES

- Photography
- Piano
- Painting
- Dance

Vivian Liu

Portfolio: https://viviliudesign.cargo.site/

EDUCATION

The New School - Parsons School of Design
Communication Design; 2020 - 2024
GPA: 3.85
Honors Graduate

EXPERIENCE

UX Design Intern

AProject Factory
Jan 2025 - Present

- Designed and optimized a Pet MBTI test to help clients identify potential customers, creating a smooth task flow with 18 questions that met both user experience and market/data team requirements.
- Refined the information architecture of the native app, streamlining the user flow to improve efficiency and user satisfaction.
- Redesigned two key features to post-MVP level, significantly enhancing usability and user retention.

Graphic/UX Designer

Jackfir - New York
Jan 2025 - Present

- Designed emails to enhance engagement and brand consistency.
- Led UX and UI design for product page.

Content Designer

Tiger Securities - New York
Sept - Oct 2024

- Developed digital ads and graphics, aligning with the brand's visual identity across social media and web platforms.
- Collaborated closely with marketing team to execute creative concepts.

Graphic Design Intern

NU Media Holdings - New York
May - Aug 2023

- Completed design projects for various food brands in nyc, including social media, flier, email campaigns, web design.