

# Rui Liu

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## Summary

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Graduate student in Design Technology at Cornell University with hands-on experience in UX design, brand identity, and human-computer interaction. Proficient in user-centered design methodologies, including user research, wireframing, prototyping, and usability testing. Seeking a summer 2025 Design internship to apply and expand my skills in creating innovative and engaging user experiences.

## Education

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**Cornell University | NY**  
**Design Technology | 05/2026**  
Master of Science

**Parsons School of Design | NY**  
**Design & Technology | 05/2024**  
Bachelor of Fine Arts

## Experience

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**Felix Semibratov & Early Terrible | New York, NY**  
**Product Designer | 05/2024 - 08/2024**

- Designed and developed a responsive RSVP website for Felix Semibratov, conducting user research and wireframing to ensure an intuitive user flow, resulting in over 400 sign-ups and enhanced event engagement.
- Led the brand identity redesign for Early Terrible by establishing cohesive theme colors, typography, and design systems, supported by market and user analysis to align visuals with target audience preferences and improve business performance.

**Publicis Groupe | Shanghai / New York**  
**User Experience Design Intern | 05/2023 - 08/2023**

- Collaborated with cross-functional teams to improve the user experience for Genesis by conducting user research, creating wireframes, and developing interactive prototypes in Figma for web and social media platforms.
- Led the UX/UI redesign for Hong Kong University's website, employing user research and analytics to improve navigation and information architecture, resulting in increased user engagement.

**Community Garden Redesign Project | Shanghai**  
**Volunteer Designer | 06/2021 - 08/2021**

- Contributed to the redesign of community garden models by gathering user feedback and iterating design concepts to revitalize aging residential spaces, fostering community interaction and well-being.
- Designed and produced a comprehensive digital brochure using Figma and Photoshop, effectively presenting the project vision and encouraging resident participation through clear and engaging visuals.

## Skills

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- **Design Tools:** Adobe Creative Suite, Figma, Sketch, Blender, Maya, Rhinoceros 3D, Unity, Unreal, Arduino
- **Programming Languages:** HTML/CSS, JavaScript, Python, C#, P5.js

## Awards

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Graduate with Honors, Dean's List, Parsons DT Academic Award