

Ruoyi(Suki) Liu

Aspiring UX Designer specializing in web design and user satisfaction improvement. Seeking an internship opportunity to leverage skills to contribute to innovative design projects.

699 Spring St NW,
Atlanta, GA, 30308
(413) 801-4681
ruoyiliu.lry@gmail.com
<https://rliu.design/>

WORK EXPERIENCES

DoArk LLC, New York—Product Designer

November 2023 - Present

- **Led** end-to-end design for the company's web platform, from ideation through final delivery, which enhanced user engagement and supported monetization strategies
- **Integrated** Stripe for transaction pages, ensuring secure and reliable payment processing
- **Collaborated** closely with front-end engineers to successfully launch the Fundraising Project Creation platform

Super Purposes TM, Seattle—Part time UX Designer

September 2023 - December 2023

- **Conducted** analysis of historical sweepstakes campaigns to identify strengths and weaknesses, leading to improved campaign strategies
- **Designed** user interfaces for the Annual Career Makeover Sweepstakes Homepage in collaboration with graphics and marketing teams
- **Developed** snowflakes theme graphics that enhanced user engagement, achieving a 20% increase in participation from the previous year

PROJECTS

EPEAS— *Georgia Institute of Technology*

September 2023 - December 2023

IF Design Winner Award 2024

- **Implemented** eco-conscious user experience to raise awareness and reducing carbon footprint on electronic comparison tool platform

Quick-Go — *UXpie Design Consultation LLC*

September 2022 - January 2023

- **Implemented** driving safety protocols during the design process to prioritizing driver safety for an in-vehicle food ordering app

SKILLS

User Research & Interviews

Usability Testing

Information Architecture

Personas

Prototyping

Storyboarding

Visual Design

Wireframing

TOOLS

Figma

Adobe Suites

HTML 5/Javascript

Microsoft Office Suite

EDUCATION

Georgia Institute of Technology

M.S Digital Media

Fall 2023 - Expected Spring 2025

Barnard College

B.A. Architecture

Fall 2021 - Spring 2023

