Fuxin Liu

Product Designer | UI/UX Designer

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🎓 Education

Design & Technology MFA, New York, USA
Parsons School of Design 2020

Automotive Engineering BE, Shaanxi, China
Xi'an Jiaotong University 2017
Business Administration (Minor)

⚙ Skill Sets

Design Methods
User Research, UI/UX Design, User Testing, Prototyping, Critiques, Wireframing

Softwares
Adobe Suite (Ae, Ps, Ai, Pr, Xd, Id), Cinema 4D, Figma, Sketch, Principle, Unity (Vuforia, Steam VR)

Related Skills
Coding (Html & Css), Illustration, Photography, Motion Graphic, Motion Capture

Hardwares
Arduino Kit, HTC Vive, Google Cardboard

Language
English, Mandarin (native)

★ Achievements

China-US Youth Maker Competition
2nd Prize

Dean Scholarship
2018 - 2020

National College Student Mechanical Innovation Design Competition
2nd Prize

Internet + College Student Innovation and Entrepreneurship Competition
3rd Prize

💼 Experience

Web Designer 2019.08 - 2020.12

Overseas Student Service Corp, New York, USA

- ◇ Led the design and implementation of user research, set up the persona from user data, get insights by observing and analyzing user journeys.
- ◇ Worked with the project manager, data scientists and development team of realty group to maintain a new "VR Showing" feature - according to user research, during the epidemic, 87% of users want to complete the rental process online.
- ◇ Optimized the visual and interactive design using WordPress. Improved the work efficiency for the realty group by about 25%.
- ◇ Redesigned the UI and UX of the CRM system.

UX Designer 2017.08 - 2019.08

Tongji University, Center of Digital Innovation, Shanghai, China / Remote

Research: HRI Design of Collaborative Robots in VR System

- ◇ In-depth study of HRI design, collaborative robots, and interface design principles and guidelines in VR systems.
- ◇ Built the working prototype through Unity on Oculus Quest.

Project: HMI Design of Electric Vehicle Client: SAIC Group

- ◇ Conducted user research and market research on electric vehicle drivers using quantitative and qualitative methods.
- ◇ According to the research result, led the team to create a self-organizing HMI system for electric vehicles based on atomic design theory.
- ◇ Designed visual guidelines for user interface with Figma and Principle.

Project: Data Visualization for Liver Cancer Treatment Client: Philips Design

- ◇ Worked closely with surgeons, engineers, and other designers in the group to clarify the user needs and define the project objective.
- ◇ Analyzed and utilized the data from the semantic markup to build the front-end components and the user flow.
- ◇ Designed and prototyped a data visualization system, showed the usability test result to the stakeholders.

Project: Smart Garment Design Client: Zishi Smart Garment

- ◇ Based on user research, formulated a mobile user interactive solution for stroke patients' rehabilitation.
- ◇ Delivered a working user interaction prototype. Tested the system with users and experts.

Product Designer 2013.09 - 2015.07

Tenzor, Shaanxi, China

- ◇ Tenzor is a comprehensive website for Xi'an Jiaotong University information, it provides on-campus news, feature articles, self-media content and other services for college students.
- ◇ Led the team in product planning, user research, in-depth interviews, and prototyping.
- ◇ Refactored web content, site map, etc, improved conversion rate by 9%. By adding news sections, feature articles and other content, attracted more than 1,000 new users to the site within three months