

# Ruiqi Liu

+1 (415) 608-5614 | camellialiu161136@gmail.com | <https://www.linkedin.com/in/ruiqiliu0131> | San Diego | San Francisco

## PROFESSIONAL SUMMARY

Solid academic record, 90+ average in major subjects

Language: English-fluent; Cantonese-native; Mandarin-native; Korean-basic

Hard Skills: Figma, Wix, Cava, Adobe Series: Photoshop, Lightroom, Premiere

Current GPA: 3.79

Major GPA: 3.96

## EDUCATION

### UC SAN DIEGO

*Double Major: Cognitive Science (Design and Interaction), Media*

09/2022 – Present

## PROJECTS / CASE STUDIES

### 2023-2024:

#### Hidden Quest

- A interactive way combining hide and seek elements has been designed, which aims to promote community participation, increase interest in sports activities, and enhance community cohesion and user physical fitness.

#### Connect Cafe

- Our platform fosters networking and job opportunities through social activities like conversations and lectures. Inspired by the American coffee negotiation model, we create a relaxed space for users to access opportunities and resources.

### 2022-2023:

#### Triton2Go Checkout Redesign

- This plan focuses on improving user experience and has made significant improvements to the ordering and waiting processes, making the entire ordering process more efficient and user-friendly with the school app.

#### Pin-pad in the US Redesign

- Our redesign focuses on streamlining payment processes, optimizing user interfaces, and enhancing the overall experience to address issues with card swiping machines in the U.S.

## EXPERIENCE

### DESIGN CO - UC SAN DIEGO

*Participant*

2023.09-Present

- Participated in the completion of the interface design and logical structure design, also the feasibility of implementing communication functions between the product and technical departments;
- Optimized and updated the interface based on user feedback, enhancing user-friendliness through iterative design, testing, and data analysis.

### HAILUO MENTAL HEALTH CLUB - UC SAN DIEGO

*Event Planning President*

2023.01-Present

- Restructured the activity management process, increasing user satisfaction from 70% to 90%. Independently planned and executed 2 health-themed events, engaging an average of 200 participants.
- Independently planned and executed 2 health themed activities, with an average participation of 200 people;

### RICHINFO TECHNOLOGY CO., LTD - GUANGZHOU, CHINA

*Participant*

2024.07-2024.08

- Collaborated on a major project, organizing user testing sessions and gathering feedback to optimize product design.
- Strengthened problem-solving skills through user-focused design strategies and improved teamwork through feedback.

### CHINA MOBILE INTERNET - GUANGZHOU, CHINA

*Quality Management Department Member*

2024.08-2024.09

- Contributed to two key projects, focusing on UX/UI design and conducting usability tests to improve functionality.
- Mastered Photoshop by replicating 15+ web page designs, strengthening my understanding of UI design principles.

### GLITTER MAGAZINE - IRVINE, CALIFORNIA

*Social Media Manager*

2025.01-2025.05

- Supported the creation and scheduling of social media content, ensuring consistency with brand messaging.
- Tracked engagement metrics and provided insights to optimize content strategy and audience interaction.

### KING EDWARD FIRST - LOS ANGELES, CALIFORNIA

*Digital Marketing Designer*

2025.03-2025.08

- Designed visual assets aligned with company branding and culture for digital campaigns.
- Created marketing materials for clients to enhance product visibility and support sales growth across platforms.