

Contact

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Information

Sydney, NSW
<https://www.runqingliu.com/>

SYLVIA LIU

UI/UX Designer

About Me

Detail-oriented UI/UX Designer with a strong focus on user research, prototyping, and usability. Skilled in creating intuitive, visually compelling digital experiences, blending design aesthetics with functionality. With a multidisciplinary background, I bring a unique perspective to problem-solving and user-centered design.

Work Experience

UI/UX & Digital Designer

Decode Company, Sydney

Jul 2024 - Nov 2024

- Designed and improved the company's website using Figma, focusing on usability, accessibility, and visual hierarchy.
- Created digital assets for web and mobile platforms, aligning with modern UI/UX design principles.
- Developed interactive prototypes and wireframes for web applications to enhance user experience.
- Designed fund brochures and promotional materials with InDesign and Illustrator, simplifying complex financial data into visually compelling content.
- Created engaging social media visuals (Instagram/LinkedIn/X) using Canva and Figma, strengthening brand identity and user engagement.

Design Tools

• UI/UX Design

Figma, Sketch, Procreate

• Digital Branding

Photoshop, Illustrator, InDesign

• 3D Visualization

AutoCAD, SketchUp, Enscape

AI UX Researcher

Outlier, Remote

Apr 2024 - Now

- Evaluated AI-generated user interfaces, providing insights to improve interaction design and information architecture.
- Conducted usability testing for AI-assisted UI design tools, enhancing user interactions.
- Assisted in content structuring and interface optimization for AI-driven applications.

Soft Skills

- Detail-Oriented
- Organized
- Cross-Disciplinary Thinking
- Problem-Solving
- Fast Learning
- Communication
- Critical Thinking

References

Gareth Wang (Design Director)

Tros Architects

+61 0421 066 917

Dr Rohan Lulham (Senior

Lecturer in Design)

University of Sydney

rohan.lulham@sydney.edu.au

Tracy Gao (Human Resources)

Decode Company

hr@decode-group.com

Digital & Interior Architecture Designer

Tros Architects, Sydney

Jun 2023 - Sep 2023

- Created user-centric visual content for company branding and website.
- Designed interactive prototypes in Figma to showcase architectural visualizations in a digital format.
- Developed digital assets for online platforms to enhance customer engagement and user experience.
- Developed precise 2D models in AutoCAD and 3D models using SketchUp and Enscape, ensuring accurate visualization and effective design planning.

Digital & UI Designer

Youyi Trading Company, Guangzhou

Jul 2021 - Dec 2021

- Designed user interface assets for brand marketing on social media platforms such as Instagram and TikTok.
- Conducted A/B testing on UI elements to maximize user engagement.
- Developed email marketing visuals using Figma and Adobe Creative Suite to enhance customer retention.

Education

Master of Interaction Design and Electronic Arts (UI/UX)

University of Sydney

2023 - 2024

Bachelor of Interior Architecture (Honors)

University of New South Wales

2019 - 2022

Let's connect and create
something extraordinary!