



Lily (Ziqi) Liu
UX/UI & Graphic Designer

Portfolio: www.liudesign.info

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EDUCATION

- 2020–2023
Pasadena, CA
ArtCenter College of Design
Bachelor of Fine Arts in Graphic Design
- 2017–2019
Berkeley, CA
University of California, Berkeley
Bachelor of Arts in Japanese Language

EXPERIENCE

- 2023.09–2023.12
ResMed Sponsored Studio
UI/UX Designer
Pasadena, CA
Collaborated with a multidisciplinary team on redesigning a medical device for children. Led **UI/UX development** for an innovative cross-platform experience. Conducted **UX research** and created working **prototypes**. The final design was highly praised by shareholders and **IP was sold to client**.
- 2023.09
Google DesignStorm
UI/UX Designer
Pasadena, CA
Collaborated with a diverse team of designers at Google DesignStorm to envision the future of wearable hardware and UI/UX. Engaged in **ideation**, **concept development**, and **presentations**.
- 2023.06–2023.08
Horizon Brands
UI/UX Design Intern
Costa Mesa, CA
Worked with the R&D team in redesigning a smart lighting app. Led the **UI design** effort from scratch. Conducted **UX research**, created **prototypes**, and established a **brand visual system**, resulting in improved user engagement and brand impression.
- 2022.05–2022.08
Revance Therapeutics
Creative Studio Intern
Irvine, CA
Worked closely with the art director to develop a suite of **digital** and **physical graphic assets** for the DAXXIFY product line. Focused on **branding** and **art direction** for **advertising assets**. Created engaging **animations** for social media and the website.
- 2022.02–2022.04
US Little House
Freelance UI/UX Designer
Pasadena, CA
Conceptualized and executed **promotional ads**, and revamped the **UI/UX** for a community app, improving user navigation and accessibility. Led the integration of **communication features**, elevating user engagement and fostering a **50% growth** in daily active users.

RECOGNITION

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|---|---|---|
| 2024.01
International Design Awards
2023: Gold
MFIT Branding Design
<i>When Innocence Hurts</i> Zine Design | 2023.10
MUSE Creative Awards: Gold
MFIT Branding Design | 2023
ArtCenter Student Gallery
MFIT Branding Design
<i>In Between</i> Book Design |
| | 2023.10
MUSE Creative Awards: Silver
<i>When Innocence Hurts</i> Zine Design | 2023
Provost's List, ArtCenter College of Design GPA of 3.80 |

SKILLS

UX/UI Design

User Experience (UX) Design, User Interface (UI) Design, Wireframing, Prototyping, Web Design, HCI, User Research, Usability Testing, Interaction Design, Responsive Design, Visual Design, Design System

Tool

Figma, Adobe Creative Suite (InDesign, Illustrator, Photoshop, XD, After Effects)
Cinema 4D, Processing, HTML, CSS, Webflow, Midjourney, Rhino, KeyShot, Rhino, KeyShot

Graphic Design

Branding and Identity, Typography, Layout Design, Print Design, Motion Graphics, Logo Design, Sketching, Visual Storytelling, AI Generative Design, Book Making

Language

English (Fluent), Cantonese (Native), Mandarin (Native), Japanese (Fluent)

Soft Skills

Research, Concept Development, User-Centric Design, Communication, Presentation, Problem-Solving, Collaboration, Critical Thinking