

VIVIAN RUIJUN LI

draw · design · code · make things happen

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[LINKEDIN](#) / [PORTFOLIO](#)

EXPERIENCE

South Fayette Township School District

UX Designer

January 2024 - ongoing (Pittsburgh, PA)

- Revolutionize the end-to-end student experience of future career planning by exploring various technologies (ML, AR, and LLM) to foster self-identity and inspire confidence
- Validate innovative solutions that increase student engagement and efficiency through paper prototypes and Figma wireframes
- Conducted user research and identified existing problems of lack of career thinking and consistent communication between stakeholders in the course registration process

Institute on the Formation of Knowledge

Communications Assistant

March 2021 - May 2023 (Chicago, IL)

- Designed social media and email marketing campaigns with Mailchimp, Adobe Illustrator and Canva, boosting engagement by 34% and showcasing the institute's innovative social sciences research and programs
- Edited promotional videos and refreshed website content, enhancing the visibility of talks, workshops, and course offerings, resulting in a 20% increase in event attendance

Smart Museum of Art

Researcher

April 2022 - August 2022 (Chicago, IL)

- Enhanced visitor experience for *Monochrome Multitudes* by contributing to art historical analysis, writing informative labels, and recording an engaging audio guide, providing a comprehensive narrative of modern monochrome art

Art Museum, The Chinese University of Hong Kong

Marketing and Design Intern

June 2021 - August 2021 (Remote)

- Produced bilingual articles and design templates with Adobe Illustrator and InDesign, culminating in a digital magazine that showcased artworks and explored late-Ming dynasty consumer culture
- Engaged online viewers by linking art historical research with contemporary issues, fostering a deeper connection and relevance to modern audiences

EDUCATION

2023-2024

Carnegie Mellon University

Master of Human Computer Interaction

2019-2023

University of Chicago

BA, Art History

BA, Media Arts and Design with Honors

COURSEWORK

Advanced Interaction Design

Design of AI Products & Services

Human-AI Interaction

Persuasive Design

Product Management Essentials

Programming User Interfaces

Virtual Reality Production

SKILLS

Development

HTML/CSS, JavaScript, Python

Design

Figma, Adobe Photoshop, Illustrator,

InDesign, After Effects, Premier Pro,

Procreate, Blender, Unity

PROJECT

Bumble: Chance Encounter

UX Designer

February 2024

- Created a novel design intervention that facilitates organic connections between users within 60 seconds by bridging digital interactions with real-world encounters

VR Game for Self-Compassion

Product Manager

September 2023 - December 2023

- Led a cross-functional team to design, prototype, and build an experimental VR experience that fosters self-compassion and emotional resilience in young adults, where 80% of users reported positive mood changes