

Qiuyu Chen

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EDUCATION

Academy of Art University, San Francisco

M.A. Web Design & New Media
Concentration in UI/UX & Web Design
March 2017, Major GPA: 3.20

Shanghai University, Shanghai

B.A. Digital Media Arts
Concentration in New Media & Graphic Design
June 2014, Major GPA: 3.00

Honors

Outstanding Graduation Project (2014)
National Scholarship for Encouragement (2012)
Third Prize in China College Student Interactive
Installation Competition (2012)

SKILLS

Digital Design

Sketch, Photoshop, InDesign, After Effects

Front-End Web Development

HTML, CSS, Javascript

Product Design

Mobile Design (iOS, Android)
Prototyping (Sketch, Invision)
User Experience (Wireframing, Research)
Visual Design & Brand Identity

Languages

English, Chinese

EXPERIENCE

Squeezit *UI/UX & Visual Identity Designer*

Fall 2017 | San Francisco, CA

First UI/UX Designer hire at Zeta Learning and ended up leading all the designs, including design and product strategy. Integrated a MacOS App that helps student to maximize their efficiency in note-taking and reading. Features I've have led to our product reach Top 10 in Education of App Store in Canada and Top 50 in United States.

FitTime *UI & New Media Designer*

Fall 2014 | Beijing

Hired as New Media Designer, was in charge of Self-media content and Graphic Design. Designs I have done helped our social media follower number doubled up in 5 months, in total of 4 Million followers. Assigned Visual Design of FitTime mobile app. App acquired 70k users in the day of launch and reached 1 Million users in 30 days.

17°56° *Print Designer (Freelance)*

Summer 2014 | Shanghai

Hired as freelance Magazine Print Designer, was in charge of Magazine Layout, Graphic and Print design. Published over 20 issues of magazines, and awarded Top 10 Lifestyle Magazines in Shanghai in 2014. Also designed campaigns for the Chilean wine company.

Wuxi ICDR *Graphic Designer (Intern)*

Spring 2013 | Wuxi

Started internship as Graphic Designer in design division of the company, in charge of Graphic / Logo / Layout Design, field tested with the team about the design, and earned recognition from local government. Received the award of best intern of 2013 at the end of internship.