# SHUANG LIANG
## UI/UX DESIGNER

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## EDUCATION

**ARTCENTER COLLEGE OF DESIGN, PASADENA, CA**

Bachelor of Science in Interaction Design, Anticipated graduation 04/2026

## PROJECTS

### UI/UX DESIGN PROJECT - GYM NINJA

05/2023 - 08/2023

- Designed an **exercise app** with **AR** integration for interactive **gamified** workouts.
- Conducted **market research and competitive analysis** to position the app strategically and identify potential innovation points.
- Developed **user personas, journey maps**, and conducted **expert interviews** to inform customization based on **user research and testing**.
- Created **diverse UI designs**, including light/dark modes and Mobile/Apple Watch interfaces in **Figma**.
- Established a cohesive brand identity with **logo, mission statement, and advertising materials** in **Illustrator, Photoshop, After Effects and Audition**, ensuring consistency.

### UI/UX DESIGN PROJECT - K.265

11/2022 - 12/2022

- Designed a **classical music app** utilizing **Machine Learning** for personalized content curation.
- Conducted extensive **user research and interviews**, developed **personas and journey map** to gain insights into users' pain points and needs.
- Created user-friendly interfaces and implemented dynamic **prototyping through HTML/CSS/JavaScript**.
- Established a unique brand identity by designing a **logo and poster** using **Figma, Illustrator, Photoshop, SolidWorks, and KeyShot**.

### USER RESEARCH PROJECT - GREENELITE

05/2023 - 08/2023

- Conducted diverse user studies, including **online searches, surveys and interviews**, to gain insights into user behaviors, thoughts, needs and expectations.
- Employed **affinity maps and user-type exploration** to tailor features for distinct user groups, created a **persona and storyboarded his user journey** to address the status quo for a specific user group.
- Determined **IA and task flows** for the website through brainstorming **HMW**, validated with **paper prototype and user tests**, iterated wireframes based on feedback for an optimized user experience.

## SKILLS

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| **SOFTWARE** | Figma, SolidWorks, KeyShot, After Effects, Illustrator, Photoshop, InDesign, Premiere |
| **DESIGN** | UI/UX design, Web design, User research, HTML/CSS/JavaScript/Python, Motion design, Rapid prototyping, Rendering, Laser cutting, 3D Printing, Photography |
| **LANGUAGE** | Fluent English, Native Mandarin, Conversational Cantonese |