SUIXIN LIU

INDUSTRIAL DESIGNER
UX UI DESIGNER

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EDUCATION

M.F.A. Industrial Design (STEM)
M.A. Design Management (STEM)

GPA 3.87/4.0
Savannah College of Art and Design
Academic Scholarship 2020 -2023
2020.8 - 2023.8 (expected)

B.F.A. Industrial Design

GPA 3.67/4.0
University of Illinois at Urbana Champaign
Dean's List 2017 - 2020
2016.8 - 2020.5

SKILLS

Tools

Solidworks / Rhino 3D
Keyshot / Blender
Figma / Adobe Creative Suite

Design

Design Thinking, Design Research, User Research, Human-Centered Design, Sketching, Rapid Prototyping, Wireframing, Workshop Facilitation, Affinity Mapping, Storyboarding

Languages

English (Fluent)   Mandarin (Native)

AWARDS

European Product Design Award

Winner 2022

IDA Design Awards

Bronze Award 2022

MOA Design and Build Competition

Honorable Mention, 2019

Make48 Competition Season 3

Second Prize Winner, 2018

AFFILIATIONS

Industrial Design Society of America

2016 - Present

EXPERIENCE

Savannah College of Art and Design

Industrial Designer   Jan 2023 - Present

- Collaborate with School of Creative Technology to design and build a full-scale experience room intended to showcase the future shopping experience to visitors during SCADday events

Creative Content Coordinator   Oct 2022 - Present

- Conducted research and wrote in-depth interview questions for artists and SCAD alumni
- Interviewed visiting artists, SCAD alumni and award-winning SCAD students. Created, translated and published interview articles on SCADworks blog and SCAD's WeChat public account to expand SCAD's brand reputation within Gen-Z
- Coordinated with student influencers in Mainland China to create promoting content
- Conducted market research in Latin America and Southeast Asia for the SCAD International Marketing Department

Google x SCADpro Sponsored Project   Sept 2022 - Nov 2022

Product Designer

- Collaborated with the Google Pixel Team to research and develop Pixel-exclusive concepts intended to transform the creative experience
- Initiated both quantitative and qualitative research, analyzed and synthesized 714 data points to 18 insights
- Guided and motivated team of 5 through concept ideation, wireframing, and prototyping
- Pitched and secured 2 of the 4 concepts selected by the Google Pixel Team for further development, from an initial pool of 7 concepts
- Conducted usability testing with 5 target users to validate the concept. Corrected and refined features to optimize the user experience
- Designed UI assets and finalized Hi-Fi prototype
- Designed storytelling, created a concept pitch deck, and directed a storytelling video, ultimately resulting in the successful pitch to the Google Pixel Team and VPs

MYKU x SCAD Collaborative Project   Mar 2022 - May 2022

Creative Consultant

- Held 1 interview and 4 creative workshops with MYKU stakeholders to diagnose brand challenges and opportunities
- Conducted and analyzed market research to identify whitespace opportunity and direction of improvements
- Evaluated and finalized improvement promotion strategy for MYKU to attract Gen Z
- Redesigned stone introduction website to enhance brand storytelling