

Pittsburgh, Pennsylvania, 15232

SHUMIAO LIU

(Sharon)

sharonliu238@gmail.com

+1 312 483 8346

shumiaosharonliu.com/

EDUCATION

2021.8 – Present Pittsburgh, PA

Carnegie Mellon University
Master of Entertainment Technology

2017.8 – 2021.5 Chicago, IL

School of the Art Institute of Chicago
BFA in Visual Communication Design
Minor in Architecture (12 credits), Art Administration (6 credits)
Awards: Outstanding Portfolio Scholarship (2017)

2018.6- 2018.7 Beijing, China

University of International Business and Economics
Course: CS 320: Introduction to JAVA Programming

PROJECT EXPERIENCE

2022.1 – 2022.5

Producer, Game UX Designer / Shapetopia
Partnered with Sustainability Initiatives to create a joyful game experience.

- Iterate on design strategies and UX solutions that address client's needs and project goals;
- Work closely with the programmers and artists to ensure design implementation fidelity;
- Interviewed by University Communications & Marketing to get our story published on the CMU news site for Earth Day;
- Kept team on schedule through 3 high-priority playtest demos, successfully completing all deliverables before the target deadlines;

2021.9 – 2021.12

Producer, Sound Designer, Game UI Designer / Building Virtual World

Creating 5 different games with AR, VR, Eye tracker, and Vive tracker technologies. Each game took two weeks to finish.

- Create Metrics Matrix, task list, team schedule, and documentation to increase team efficiency;
- Design and create UI components (ex. menus, stats and inventory screens, in-game HUD elements, etc.);
- Find testers to playtest for the game. Observe the testers' reactions and record them so that members can solve problems faster;

SKILLS&INTEREST

UI/UX: Sketch, Figma, Adobe XD, Webflow, Unity, P5.JS, Python

VISUAL DESIGN: Photoshop, Illustrator, Indesign

MOTION/FILM: Adobe Premiere, After Effects, Adobe Animator

3D: Rhino, Maya

Sound: Logic Pro, Audition

Production: Jira, Notion

Other: MS Office, Axure, Bookbinding, Letterpress, Woodmaking

PROFESSIONAL EXPERIENCE

2022.5 – Present WI, USA

Experience Design Intern / Regal Ware

- Collaborate with eCommerce managers and cross-functional team to promote the shopping experience on the PDP page;
- Design visual frameworks, detailed user and interaction flows, wireframes, mockups, and quick prototypes as well as polished visual assets, Design in Figma;
- Create and maintain global visual design and interaction consistency across digital experiences;

2021.2 – 2021.6 Beijing, China

Digital Design Intern / Marie Claire

- Responsible for visualizing ideas, brand identity design, designing supporting assets and art direction;
- Participated in proposing the overall visual style of the Marie Claire Power Trip, the total exposure of the event was 10 billion over 5 days, with Weibo topics reaching 7.5 billion+ and TikTok content was the Top 1 hot search for two days;
- Participated in discussions and presented project reports to leadership, recommending changes and ideas;

2020.5 – 2020.9 Beijing, China

Product Designer Intern / Tencent Holdings Ltd.

- Collected and analyzed stakeholders' requirements, designed user interfaces for 10+ mobile applications, e.g., WeChat Pay, Tencent Intelligent Mobility, revamped the FAQ page of WeChat;
- Selected as the sole Polo shirts designer by BMW, which was designated as the official wearing of Auto-driving Vehicle Summit co-held by Tencent and BMW;
- Organized and hosted design workshops, invited five China's influential mobility service designers, and attracted 100+ workmates to join in;
- Partnered with Research team and 20+ experts to find opportunities and integrate user insights into product strategy and design;
- Created a cohesive design system, developed and maintained the component library, created design specs for engineering partners;

2020.2 – 2021.5 Chicago, IL

Designer & Event Organizer / SAIC AIGA

- Managed social media account (e.g. IG, FB): designed event promotion posters, published updates;
- Organized visual design workshops, invited guest lecturers, connected students with designers in Chicago;

LANGUAGE

Mandarin Chinese, English