

KERUI LIU

UX/UI DESIGNER

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Address 1404/138 Spencer Street, VIC 3000

Highly creative and multi-background UX & UI Designer and Researcher with experience in interactive design and e-commerce in the fashion industry. Equipped with exceptional collaborative and interpersonal skills, well-developed written and verbal communication skills, and professional research and design skills. A dynamic team player; a motivated worker to perform well in deadline-driven environments; and a passionate creator of innovative marketing strategies and campaigns.

EDUCATION

MONASH UNIVERSITY

2018 - 2019 | Master of Design (Interaction Design)

RMIT UNIVERSITY

2014-2015 | Master of Fashion (Entrepreneurship)

LA TROBE UNIVERSITY

2012-2013 | Bachelor of Accounting

SKILLS

- INDESIGN
- ILLUSTRATOR
- SKETCH
- FIGAMA
- ROTATO
- UNITY
- AXURE
- ARDUINO
- C4D
- HTML CSS

CERTIFICATE

2022 | Infodemic Management 101
2022 | The fundamentals of Digital Marketing _Google
2021 | Google Web Designer Basics
2021 | Mobile Experience Certification Exam _ Google
2021 | AR for Mobile Developers
2021 | Prototyping AR User Experiences with Framer
2020 | Diploma of Translating (English & Chinese)
2020 | Advanced Google Analytics
2016 | Diploma of Interpreting (English & Mandarin)
2011 | Diploma of Business Administration

WORK EXPERIENCE

2020 **EMIER (Sustainable Luxury e-commerce, Melbourne)**
UI/UX DESIGNER

- UI/UX design of the website, upgrade and fix the bugs
- Poster, cardholder, package design, banner and mobile application ads design
- Website product update via Shopify
- Collaborate with IT team and photographer manage website project.

2018 **Via Monte Napoleone (Luxury Boutique, Emporium)**
ASSISTANT SALES MANAGER

- Consult with customers, train new staff, arrange staff roster, build and maintain good customer relationships.
- Identify opportunities and strategies to increase sales.
- Develop new customers and maintain healthy relationships with existing clients.

2017 **BLINC STUDIO (Fashion studio, Melbourne)**
STUDIO ASSISTANT

- Design and maintain Studio Website
- Modeling for studio fashion product and website ads
- Website product update and maintenance
- Develop new customers and maintain healthy relationships with existing clients.



WORK PLACEMENT

- 2017 **AAS (Accentuate Accounting Service Pty Ltd, Melbourne)**
ASSISTANT ACCOUNTANT (INTERNSHIP)
- Review expense reports and cash advances
 - Process accounts payable checks and weekly payroll
 - Prepare monthly account reconciliation analysis, process invoice payments and reconcile balance sheets.

VOLUNTEER PLACEMENT

- 2019 **YPL x Supreme (New Product Launch & Fashion Show)**
VOLUNTEER ASSISTANT
- Setting up and preparing for the fashion show.
 - Arrange clothes and shoes for models, help models with clothes changing and styling, and packing up clothes and shoes after the show.
 - Support and assist other team members when needed.
- 2019 **ACIC (University Orientation Program)**
VOLUNTEER ASSISTANT
- Offer informative and practical advice to prospective students about university study and life in Melbourne.
 - Support and assist other team members when needed.
- 2019 **DENFAIR (Interior Design Brand Exhibition)**
VOLUNTEER ASSISTANT
- Setting up, packing up, and preparing for the design show.
 - Help customers with directions, assist in the cloakroom, scan tickets at the entry, and guide media people to the media space.
- 2017 **MASLENITA (Russian Slavic Pancake Festival)**
VOLUNTEER ASSISTANT
- Remain flexible and alert in order to support last-minute demands and changes.
 - Get used to changing environment and situation

ACADEMIC EXPERIENCE

- 2019 **Research & Design Project**
Monash Graduation Design
- An IOT based wearable technology. Use heart sensor on traditional Chinese wedding dress to detect the bride's emotional changes and reflect that with different colors and sequences of LED that embedded on the wedding dress.
 - A 15,000 words research paper related to 'how can wearable technology be incorporate into fashion design to improve the visual performance of Chinese traditional wedding dress.
- 2018 **Design Project**
Design AR & VR in mobile application
- Use Unity to apply VR and AR in a mobile application design, to prototype a property APP that allows customers to view the 360-degree internal appearance and external environment of properties and to customise furniture and decoration colour.
 - Create digital prototype, product mockup video, and product report.

PROJECT EXPERIENCE

- 2021 **EMIER Cosmetics**
- Planning, organising, and doing UX/UI design of the website for both English and Chinese Version
 - Ensuring the website project is on time, on budget, and within scope of requirement
- 2020 **EMIER**
- UX/UI design of the website
 - Manage website product on Shopify
 - System analysis and design consignment tracking system
 - Design website banner, app marketing banner for online auction, seasonal sales campaign and social media campaign
 - Fix and upgrade the website with IT team
- 2020 **EMIER Logistics**
- UX/UI design of the website
 - Design the website in both Chinese and English version

