

KERUI LIU

UX UI Designer

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Highly creative and multi-background UI & UX Designer and researcher with experience in UX UI design in the luxury fashion e-commerce. 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.

RESEARCH EXPERIENCE

Exhibitions

2019 Dec

Monash 2019 MADA NOW Graduation Design Exhibition

- An IOT based wearable technology.
- Use heart sensor on a traditional Chinese wedding dress to detect the bride's emotional changes and reflect that with different colours and sequences of LED that embedded on the wedding

Design Projects

2021 March - 2021 Oct

EMIER CONSIGN SYSTEM

- Doing research and analysing consignment system requirements and formulating design concepts for the consignment system
- Preparing sketches, diagrams, illustrations and layouts for front-end UI design and back-end UI design
- Work closely with developers to ensure that any new UI design patterns are feasible and easy to use

2021 Feb - 2021 Jun

EMIER COSMETICS WEBSITE

- Determining the objectives and constraints of the design brief by consulting with clients and doing research and analyzing functional communication requirements
- Preparing sketches, diagrams, illustrations and layouts for Website UI design
- Liaising with back-end developers to ensure web logic is properly integrated

2020 Oct - 2020 Nov

EMIER PRICE CHECKER APP

- Doing research and analysing functional communication requirements and design user interface, navigation, location of information and system structure.

- NEGOTIATING DESIGN SOLUTIONS WITH CLIENTS
- Create and manage UI Designs from sketch to prototype

2020 Jul - 2022 Feb

EMIER DIGITAL MARKETING

- Research and doing graphic design and content created for digital marketing, including app banner, website banner, graphic ads in the different social media platform
- Working with digital marketing teams to incorporate brand elements and relevant market research findings into digital marketing ads design

2020 Jan - 2020 Sep

EMIER WEBSITE (EMIER.COM.AU)

- Determining the objectives and constraints of the design brief by consulting with clients and doing research and analyzing functional communication requirements
- Preparing sketches, diagrams, illustrations and layouts for Website UI design
- Liaising with back-end developers to ensure web logic is properly integrated

Work

2020 Jan - Present

UI UX Designer

EMIER (Sustainable Luxury e-commerce, Melbourne)

- UI UX website design
- Web banner and digital marketing campaign design
- Operating in Shopify system
- Collaborate with IT team and photographer to manage project tasks

EDUCATION

2018 - 2019

Monash University

Master of Design (Interaction Design)

2014 - 2015

RMIT University

Master of Fashion (Entrepreneurship)

2012 - 2013

La Trobe University

Bachelor of Accounting

2011

La Trobe University

Diploma of Business Administration