

Jinru (Jenny) Qiu

UI/UX DESIGNER

 jennyqiu@umich.edu

 Portfolio

 Jinru.Qiu

Designer with a multidisciplinary background in UI/UX, interactive installations, and creative technology. Trained in both design and research, I specialise in uncovering user needs and translating them into clear, compelling narratives that align teams and inform product strategy.

EXPERIENCE

UI/UX Designer

 Independent Designer

 Sep. 2024 – Currently

- Operate a personal design brand focused on interactive experiences, visual storytelling, and digital space curation, collaborating with Los Angeles-based artists and photographers to design and customise portfolio websites that balance aesthetics, presentation logic, and cohesive brand identity across social platforms.
- Contributed to an e-commerce design system for the startup FOXX, optimising information architecture and purchase flow through user behaviour analysis while assisting in formulating brand operation strategies.

3D&2D Visual Designer (Contract)

 Tongcheng Travel, Shanghai, China

 May. 2024 – Aug. 2024

- Produced creative content for the APP - Azgo's promotion by using Photoshop, Illustrator, and Figma to raise brand tone to meet the expectations and preferences of customers, elevating the app's visual appeal.
- Designed engaging visuals to attract new users by leveraging delivery data from Facebook and LinkedIn, and optimized the app's traffic interface, resulting in a 30% increase in click-through rate and a 2% growth in downloads.

User Interface Designer

 Kahome.inc., Irvine, CA

 Sep. 2023 – April. 2024

- Designed and optimized website layouts and plug-ins in Figma, improving user navigation and reducing page bounce rate by 15%, enhancing user experience.
- Produced customized product thumbnails and feature highlights using Adobe After Effects and Blender; developed product introduction videos that improved engagement by 25% and drove a 10% increase in sales conversions, strengthening brand recognition in the home improvement market.
- Designed engaging visuals to attract new users by leveraging delivery data from Facebook and LinkedIn, and

SKILLS

Craft

Wireframing & Prototyping
User Research & Usability Testing
Typography, Layout, Color Theory
Visual Design & Branding
Interactive Prototyping
Cross-functional Storytelling

Tools

Figma, Sketch, Photoshop, Illustrator, Indesign, Touchdesigner, Figjam, Usertesting, User Interviews

EDUCATION

Master in Science of Information, UI/UX Track

 University of Michigan, Ann Arbor

 2025 - 2026

BS in Interdisciplinary Computing and the Arts

 UC San Diego

 2021 - 2023