

# Jinru (Jenny) Qiu

## UI/UX DESIGNER

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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

🏠 Univeristy of Michigan, Ann arbor 📅 2025 - 2026

### BS in Interdisciplinary Computing and the Arts

🏠 UC San Diego 📅 2021 - 2023