

Jinru (Jenny) Qiu

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EDUCATION

University of Michigan Ann Arbor, MI Expected Dec 2026
Master of Science in Information (MSI) — UI/UX Design Specialization

University of California, San Diego San Diego, CA Aug 2023
Bachelor of Arts in Interdisciplinary Computing and the Arts

WORK EXPERIENCE

UI/UX Designer · [Independent — Freelance](#) Los Angeles, CA Sep 2024 – Present

- Delivered end-to-end website experiences for 2+ creatives and small brands, defining user flows, information architecture, and page hierarchy to improve navigation clarity and content discoverability.
- Designed custom portfolio websites for artists and photographers, driving a **10–15% increase** in featured-project engagement through stronger visual hierarchy and narrative-driven layouts.
- Audited the FOXX early-stage e-commerce design system, identifying usability gaps and restructuring product architecture and purchase flows to improve scalability and discoverability.

UI Designer Intern · [Azgo](#) Shanghai, China May 2024 – Aug 2024

- Designed in-app interface assets and marketing visuals that aligned product positioning with user preferences, strengthening visual consistency across mobile touchpoints.
- Translated Facebook and LinkedIn campaign performance data into revised interface layouts and visual hierarchies, contributing to a **30% increase in click-through rate** and a **2% uplift in app downloads**.

UI/UX Designer · [Kahome Inc.](#) Irvine, CA Sep 2023 – Apr 2024

- Designed and optimized website layouts, interaction flows, and page structure in Figma, **reducing bounce rate by 15%** through improved navigation clarity and streamlined user journeys.
- Produced product visuals, motion assets, and feature demonstration content to communicate key value propositions, increasing user engagement by **25%** and sales conversion by **10%**.

PROJECTS & RESEARCH

South China Morning Post — Mobile UX Research Jan 2026 – Present

- Partnered with a UX research team to evaluate the SCMP mobile platform through stakeholder interviews, user interviews, pilot testing, and comparative analysis.
- Conducted **thematic analysis** across 8+ user interviews to surface key usability pain points, translating findings into actionable personas, recommendations, and a client-facing presentation.

Smart Canine Fitness Playground — IoT Product Design Dec 2023 – Apr 2024

- Designed a smart IoT-enabled dog treadmill system integrating hardware interaction with mobile app control, addressing owner availability, pet exercise consistency, and usability through user and secondary research.
- Built a system prototype featuring automated cleaning, interactive play functions, and environmental feedback — supported by a Blender 3D demo and end-to-end Figma UI flow.

SKILLS & TOOLS

Design & Prototyping: Figma · FigJam · Adobe Creative Suite · Sketch · Prototyping · Wireframing · Interaction Design · Visual Design · Branding

UX Research: User Interviews · Usability Testing · Comparative Analysis · Thematic Analysis · Personas · Information Architecture

Development: HTML/CSS · JavaScript · Python · Java · C++

Methods: Stakeholder Interviews · Survey Design · Affinity Mapping · Persona Creation

Authorization: U.S. Permanent Resident