Jinru Qiu
UI/UX Designer

🔗 Portfolio   ✉ jennyqiu@umich.edu   in Jinru.Qiu   (818)940-7839

Work Experience

Independent Designer / UI/UX Designer

SEP 2024 – PRESENT | Los Angeles, CA

Led independent UI/UX design projects focused on interaction logic, information architecture, and system-level experience design across web-based platforms

Collaborated with multiple artists and photographers in Los Angeles to design and customize independent portfolio websites, enhancing presentation logic and brand identity while balancing aesthetics with user browsing experience.

Contributed to an early-stage e-commerce design system (FOXX), optimizing product structure and purchase flows through user behavior analysis and usability evaluation, supporting scalable product decisions..

Azgo / Visual Designer, Marketing Advertising Operation

MAY 2024 – SEP 2024 | Shanghai, China

Designed UI marketing assets and in-app visuals using Figma, Photoshop, and Illustrator, aligning interface decisions with target user preferences and product positioning.

Leveraged delivery and performance data from Facebook and LinkedIn to iterate interface layouts and visual emphasis, resulting in a 30% increase in click-through rate and 2% growth in app downloads.

Kahome.inc. / User Interface Designer

SEP 2023 – April 2024 | Irvine, CA

Designed and optimized website layouts and interaction flows in Figma, improving navigation clarity and reducing page bounce
rate by 15%.

Created product visuals, motion graphics, and feature highlight videos using After Effects and Blender, increasing engagement
by 25% and sales conversions by 10%.

Project Experience

UNI APP / User Experience Research

2022 – 2023

Designed a UI/UX service system addressing structural limitations in mainstream e-commerce platforms for LGBTQ+ users, focusing on inclusivity beyond binary clothing categories.

Developed wireframes, service blueprints, and end-to-end user flows, culminating in a Figma prototype featuring style-based search, AI-powered recommendations, and VR fitting concepts.

Education

University of Michigan, Ann Arbor

2025 – 2027(expected)

Master of Science in Information Science –UI/UX Design Specialization

University of California, San Diego

2021 – 2023

B.A. in Interdisciplinary Computing and the Arts

Skills

Product Design
User Interface
User Experience
Digital Prototyping
Wire-framing
Branding
Interaction Design
Logo Design Illustrator
Visual Design
Social Media Designs
Book Design

Tools & Technologies

Figma, Adobe XD, Adobe illustrator, Adobe Photoshop, Sketch, Adobe Indesign, Unity, Blender,TouchDesigner, Arduino,

Programming

HTML, CSS, Python, Java, Javascript

Languages:

Chinese (Native)
English (Advanced).
Japanese (Beginner)