



Visual Designer

Rachel Wu

Education

Master of Fine Arts in Graphic Design

Pasadena, CA, US
Anticipated 12/2022

ArtCenter College of Design

Bachelor of Fine Arts in Communication Design

Wuhan, Hubei, China
06/2020

Wuhan University of Technology

Work Experience

Visual Design Intern

Los Angeles, CA
06/2022-09/2022

Riot Games

Audited the current Product Detail Page(PDP) website and worked closely with Riot design system architect. Created the low-fidelity wireframes for the PDP and explored layouts for different products.

Collaborated with UX designer to conceptualize the new game content and clarified user experiences with the development of a user flow.

Presented at the team design review to narrow design directions and reviewed the Figma file with engineers to check for technical feasibility.

Refined legibility overview icons and video section to help players gain a better understand of the product.

Created a modular design framework in Figma to support the diverse range of products in Riot's multi-game world and provide designers with a sharable design environment and a unified design standard in the PDP.

UX/UI Intern

Los Angeles, CA
01/2022-04/2022

TH Experiential

Conceptualized the UI kit of the Kiss Color online virtual event, co-working with UI designers to build the library of the UI kit and shipped it to front-end engineers.

Created Instagram Story and filter UI mockups to promote the opening of the new IHG hotel.

Collaborated with the mentor to craft proposal presentations in Google Slide to obtain project funding.

Established the User Generated Content (UGC) mockups for FTD and Zerocool.

Beta-tested HTML5 games and organized feedback to guide the software engineers for improvement updates.

Visual Design Intern

Chengdu, Sichuan, China
05/2021-08/2021

Chengdu Chaoyouai Technology Co., Ltd (Baicizhan)

Refined standardized app illustration database, using user data to optimize user experience within the Baicizhan app, which has millions of users.

Designed promotion poster series in Figma, launched in the WeChat channels, leading to more than 3k+ followers increase. Evaluated product's target audiences, discussed design styles with the team, designed shopping pages in Figma to stimulate the sales of products, and collaborated with the software engineer team to adjust the pages based on feedback.

Investigated campaign concepts, presented my ideas to the team, designed banners in Figma, and cooperated with IQY, China's biggest streaming media company.

Launched the social media campaign on Weibo, which boosted DAU of the Baicizhan app.

Awards

Department Scholarship

Pasadena, CA, US
01/2022

Art Center College of Design

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Skills

Software

Figma, Adobe Photoshop, Adobe Illustrator, Adobe Indesign, Adobe After Effect, Cinema 4D, HTML, CSS, Keynote, Google Workspace, Typeform, Webflow

Design

User Interface, User Experience, Branding, Visual Identity, Design System, Illustrations, Typography, User flows, Wireframes, Journey Maps, Prototype