

Kristy Liou



CONTACT

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Professional Experience

Freelance UI/UX Designer | The Bezark Company

Jul. 2021 - Present

- Design digital interface and gameplay tools and conduct user testing for a virtual immersive theater experience.
- Generate mockups for pre-visualization of web app and collaborate with graphic designer to design, illustrate, and animate graphic assets.
- Consult on overall experience design using user-focused strategies.

Production Management Intern | Super 78 Studios

Sept. 2020 - Dec. 2020

- Tracked asset and shot deliveries, communicated with clients and vendors, and led review meetings to ensure on-schedule project delivery.
- Translated (Chinese to English) and documented feedback from clients.
- Assisted on UI design of interactive performer control interfaces.

Marketing Intern | Belmont Park

May 2020 - July 2020

- Improved user interface on amusement park and restaurant websites.
- Wrote and edited ad campaign copy and attraction descriptions.
- Created brand style guidelines and engaged with San Diego community on social media to boost local recognition of the park's brand.

Production Intern | Super 78 Studios

July 2019 - Sept. 2019

- Worked on the production of interactive media-based attractions.
- Assisted Production Coordinator and Heads of Production with shot scheduling, tracking asset deliveries, client and vendor meeting notes.
- Maintained extensive project management systems across departments.

Administrative Assistant | Susan S. Taylor Laboratory

Jan. 2018 - Present

- Manage communication with departments within School of Medicine and administrations at national and global institutions.
- Plan and manage schedule for Professor/Principal Investigator while maintaining organized environment in laboratory and office.
- Coordinate business travel itineraries and expense reimbursements.



Student Experience

Executive Producer & Event Director, Haunted Maze 2020/2021

Themed Entertainment Association @ UCSD

Oct. 2019 - Nov. 2021

- Led team over two years to design, plan, construct, and operate annual haunted maze for university Fall Quarter event series.
- Facilitated project partnership with the University Events Office.
- Worked on production design to determine look and feel of experience.

Vice President (2019),

Projects Director (2020), Media Director (2021)

Themed Entertainment Association @ UCSD

May 2019 - June 2021

- Managed club partnerships with external organizations and schools.
- Secured club-wide projects and events with industry professionals.
- Managed social media presence and created graphics for events.

EDUCATION



University of California, San Diego

2017 - 2021 GPA: 3.66

B.S. Cognitive Science,
Specialization in Design and Interaction
Minor in Communication

SKILLS AND ABILITIES



- Adobe InDesign, Photoshop, Illustrator, Premiere
- Figma and Sketch prototyping
- Microsoft Office, Google Suite, WordPress
- Frame.io, Monday.com, RACI, Gantt charts
- Languages: English (native), Mandarin Chinese (elementary proficiency), Taiwanese Hokkien (listening proficiency)

AWARDS



- **1st Place Overall** *Cornell Theme Park Design Competition 2019*
 - 1st Place: Concept Design, Development, Technical Analysis, Master Planning
- **3rd Place Overall** *Cornell Theme Park Design Competition 2020*
 - 1st Place: Technical Analysis
- **2nd Place Overall** *UCSD National Haunted House Design Competition 2021*
 - 1st Place: Concept Art, Technical

PROJECTS



- **UX/UI Designer**
Instagram Credibility Check redesign, Cognitive Design
Mar. 2021 - June 2021
- **UX Designer, Client Liaison**
"X-Plore" Mobile Touring App, San Diego Architectural Foundation
Sept. 2019 - Dec. 2019
- **UCSD Team Lead**
Ryerson Invitational Thrill Design Competition 2019 and 2021
Nov. 2019 and Dec. 2020 - Apr. 2021
- **Project Manager**
Circle K Masquerade Ball Escape Room
Nov. 2019
- **Volunteers Committee Lead**
TEA@UCSD Haunted Maze 2019
Mar. 2019 - Oct. 2019