# Kristy Liou

## CONTACT
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## 💼 Professional Experience

**Freelance UI/UX Designer** | The Bezark Company

Jul. 2021 - Dec. 2021
- 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*