

# WENQIN LU

Visual Designer / UI/UX Designer

I am a passionate multidisciplinary designer specializing in UI/UX design & data-driven visualization.

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## SKILLS

### Design

Idea Generation  
User Research  
Design Thinking  
Storyboarding  
Wireframing  
Usability Testing  
Prototyping  
Printmaking  
Motion Graphic  
Data Visualization

### Development:

Front-end:  
Html  
Css  
Javascript  
d3.js  
p5.js

### Tools:

Adobe Suite  
Figma  
Sketch  
Final Cut Pro  
Webflow  
Notion  
Office Suite

### Languages:

Chinese(Native)  
English

## ACTIVITIES

### SAIC AIGA Member

Chicago, IL, 2020.2 - 2021.5

- Designed posters and flyers for school's events, and posted in hallway or school's social media accounts.
- Meet-up weekly for feedbacks & improvements.
- Discussed design issues and opportunities.

## EDUCATION

2021.8 - 2022.12

### Parsons School of Design, The New School

MS, Data Visualization (GPA 3.91/4.00)

2017.8 - 2021.5

### School of the Art Institute of Chicago

BFA, Visual Communication Design

## EXPERIENCE

2023.9 - NOW

### Dealmoon / Graphic Designer

Dallas, TX

- Responsible for the creation of banners, posters, HTML5, and other design assets for the Dealmoon App and Website. Gathered data, text, images, etc, from editors in various departments and visualized them into visually appealing content to enhance input quality.
- Utilized a wide range of design software and tools, including Adobe Suites, Figma, Canva, and more, to effectively visualize the needs of Operation Managers and Editors, facilitating the promotion of products and sales on both the App and Website.

2021.5 - 8

### Tencent / UI/UX Design Intern

Shenzhen, China

- Responsible for interface design of WESEE APP, mainly cooperated with pm, launched a new ranking system and optimized the function of search filter.
- Collected previous design versions of the app, organized and layout a handbook of WESEE UI Guide and Brand Guide via Sketch and Figma.
- Delivered full end-to-end flow within a short time period, collaborating with the team across all stages, from research, design, to execution.

2020.6 - 8

### Mango TV / Graphic Design Intern

Changsha, China

- Designed and published html5 web pages, banners, and posters for promoting movies and TV shows that were playing in the app.
- Responsible for material design(brochure, roll-up banner, etc) for an offline event, collaborating with the team across all stages, from online design, and proofing, to installation.
- Social media posts management.

2019.7 - 8

### The Beijing News / Video Editor Intern

Beijing, China

- Edited short news videos(30 - 60s) daily and short documentary films(8 - 10 mins) weekly, also meet-up weekly for feedbacks and improvements.
- Participated in interviewing a baseball team in Beijing of a group of left-behind children, collaborating with journalists and other editors for the documentary film that finally had a total exposure of 513k hits online.
- Posted edited films on four different social media platforms(Tencent Video, Weibo, Huoshan Video & MeiPai), and earned a total exposure of 695.3k hits online.