

VIVIAN (ZIWEI) LIU

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SUMMARY

Passionate about UX design and data analytics, I combine creative design with data-driven insights to craft strategies that drive business success. With a background in Information Technology Management and Visual Communication, plus hands-on experience, I deliver user-centered design solutions and impactful business intelligence. I aim to contribute my strengths in UX, data management, and analytics to organizations seeking innovative, insight-driven growth.

TECHNICAL SKILLS

- **UX Design & Development:** WordPress, Figma, Adobe Suite, HTML, CSS, Responsive Design, Digital Design
- **Data Analytics & Business Intelligence:** Data Visualization, Google Analytics, Tableau, Business Strategy Development
- **Project & Marketing Management:** Social Media Strategy, Brand Design, Campaign Management

PROFESSIONAL EXPERIENCE

Integrity Marketing Services | UX Designer

July 2022 — Present

- Design and build dynamic, responsive websites with user-centered design principles.
- Collaborate with clients through cross-functional design workshops to uncover marketing challenges and craft tailored digital solutions that align with their brand vision and business goals.
- Create interactive website prototypes and mockups using Figma, streamlining the design-to-development process.
- Web Design Portfolio (2025): kennytreetinc.com | washingtonspectrumschools.org | amgsales.net | theeffortlesshome.net | rnrdesignbuild.com | hopecityagency.org | heardconsulting.co | trilliumlandscapedesign.com

Sodexo | Marketing Intern

September 2021 — May 2022

- Designed posters and visual materials to showcase dining service options, driving increased awareness and engagement.
- Managed and grew the Sodexo dining service Instagram account from 400 to 800 followers within 3 months, leveraging creative social media campaigns.
- Planned and hosted monthly events to foster student interaction, resulting in higher on-campus participation.

EDUCATION

Master of Communication in Leadership

2025 — 2027

University of Washington

- GPA: N/A
- Focus on AI approach, innovation, storytelling and audience-centered approaches to digital media.

Master of Science in Information Technology Management

2023 — 2025

Northwest University

- GPA: 3.75
- Focus on IT leadership, data-driven decisions, project management, innovation, and ethical problem-solving in real-world business environments.

Bachelor of Art in Visual Communication

2020 — 2022

Seattle Pacific University

- GPA: 3.95 (Dean's List)
- Scholarship
- Specialization in UX/UI Design, Visual Storytelling, and Brand Identity Design