

ARIA (RIA) LIU

+1 (858) 322-9598 | ariatliu@gmail.com | [linkedin.com/in/ariatliu](https://www.linkedin.com/in/ariatliu) | [illustrial.design](https://www.illustrial.design)

EXPERIENCE

Graphic Design & Digital Media Intern – UC Irvine Transportation & Distribution Services
Irvine, CA

August 2025 - Present

- Developed and executed marketing campaigns, from wireframes to published products, for sustainable transportation initiatives, engaging an audience of over 65,000 students, family, faculty, and other UC Irvine affiliates
- Created print-ready and digital materials using Adobe and Microsoft applications to promote campus events and services
- Managed marketing content to maintain brand identity, and contributed to web design for departmental products

Graphic Design Intern – POI-Tech
Guangzhou, Guangdong, China

June - July 2023

- Designed mascot character sheets, posters, typography logos, and presentations that adhered to the brand identity
- Created a PowerPoint theme and a mascot design that made its debut at an annual Chinese national digital energy conservation and technology summit (DECCR 2023) with an attendance of 50+ organizations

PROJECTS

StayFit: a Design @ UCI Project Teams app, 2nd Place

April - June 2026

Team Lead, UI/UX Designer, UX Researcher

- Led a 6-person team designing a prototype-complete app for safe, structured senior exercise plans
- Ran UX research (50 surveys, 2 interviews, 6 usability tests) to define guided exercises, camera-based form checking, social goal-setting, and multiple device integration
- Drove brand identity and usability strategy, earning 2nd place out of 9 teams with the theme of "Interacting with the Unfamiliar"

lifekit: a Design @ UCI Project Teams app, 1st Place

January - March 2026

UI/UX Designer, Brand Designer, UX Researcher

- Designed a prototype-complete mobile app to help young adults build life skills like budgeting, cleaning, and car maintenance
- Conducted UX research (79 survey responses, 5 interviews, and 4 usability tests) to inform features such as guided tutorials, learning check-ins, notes and reminders, and community tool-sharing
- Created the full brand identity, including logo and mascot design, contributing to the team earning 1st place out of 9 teams in a Design @ UCI competition with the theme of "Designing for the Future"

Alien Stage University Cupsleeve Event

July - October 2025

Co-organizer, Artist Team Lead, Production and Operations Lead, Graphic Design and Character Design Assistant

- Co-created and organized a cupsleeve event at Cha for Tea - UTC, promoting local artists through 3 vendor partnerships and producing social media visuals that gained 700+ followers across Tiktok and Instagram, and attracted 600+ attendees
- Directed a team of 12 local artists to create original university-themed illustrations and collaborated with a global manufacturer to produce 6+ merchandise types, generating \$2,500+ in sales

Krisis Band Cupsleeve Event

February - July 2025

Co-organizer, Graphic and Character Designer, Production Lead, Social Media Manager

- Co-created and organized a cupsleeve event at Sunright Tea Studio - Irvine, partnering with 4 local vendors and 11 artists to develop cohesive band-themed visuals and merchandise, driving 120+ attendees and \$1000+ in merchandise sales
- Created character designs and logo, designed collaboration menu layout, and managed social media campaign that reached 1500+ interactions across promotional posts while overseeing production of 6+ merchandise categories

EDUCATION

University of California, Irvine

September 2023 - June 2027

B.S. Cognitive Sciences, Minors in Informatics and Digital Arts

GPA: 3.925 / 4.0

- Relevant Coursework: Foundations in Media Design, Internet Art and Design, Human-Computer Interaction, Programming for Artists, Project Management, Object Oriented Programming in Python, Exploratory Data Analysis

SKILLS

- Proficiency with Figma, Adobe Creative Cloud (Illustrator, Photoshop, InDesign), and Microsoft Office (Excel, Word, PowerPoint)
- Familiarity with 3D and motion design programs (Blender, Adobe After Effects, TouchDesigner)
- Intermediate knowledge of Python and R
- Fluent in English and Mandarin Chinese