

Shiqi Huang

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Experience

REMOTE ♦ AUGUST 2022-PRESENT

International Data Corporation

■ Associate Visual Designer

KEY ACHIEVEMENTS:

- * Drove the development process by creating **full-scale interactive prototypes** in Figma, enhancing user engagement.
- ⊕ Improved usability and efficiency by refining **navigation, micro-interactions**, and **iconography** for a seamless user experience.
- ▣ Streamlined collaboration and **design workflows** by maintaining an enterprise **design asset library**, ensuring consistency across projects.
- ◇ Increased **audience engagement** from <3% to an **average of 20%** through **data-driven** social media campaign, improving **communication** and media coverage for the IDC Mobile Phone Tracker.

Collaborated with **web development, data science**, and **business teams** to refine the **user experience** for the IDC Knowledge Platform, a sales enablement and **competitive intelligence** tool. Worked closely with data analysts to create engaging, **data-driven** visualizations. Developed a structured **design system** for marketing and **social media**, ensuring **brand consistency** across various channels.

DETROIT, MI ♦ SEPTEMBER-DECEMBER 2021

Detroit Historical Society

◆ 3D Visualizer

Developed **parametric** 3D models in Grasshopper from **initial sketches** created by UX researchers to create clear, representations for an exhibition proposal.

REMOTE ♦ MAY-AUGUST 2021

Cumulus Association

■ Creative Intern

- Led **visual development** for the Cumulus Detroit 2022 conference, ensuring a cohesive and adaptive brand identity.
- Collaborated with the marketing team to establish **brand identity** and design **exhibition assets**, aligning visuals with the conference theme.
- Designed a **typography, color, and motion system**, creating a **consistent** and engaging **visual identity**.

HYBRID ♦ JANUARY-MAY 2021

Unity Technologies

■ Practicum UX Designer

- Conducted **user research** and **interviews**, mapping real-world scenarios to inform the UX/UI of a Level 4 autonomous vehicle and **home system** concept.
- Worked across a **13-hour time difference** with a **remote** teammate, leading **in-person** research to gather insights for **system-focused** narratives.
- Took over **auto rendering** and **video production** when my teammate faced challenges, delivering a fully 3D-rendered day-in-the-life system video and **refined system** UX/UI design.

Education

DETROIT, MI ♦ 2018-2022

College for Creative Studies

BFA, **Communication Design**

Minor, Industrial and Product Design

WESTLAND, MI ♦ 2017-2018

William D. Ford Career Technical Center

Certification of Completion, **Graphic Design**

Skills

Design

● **UX/UI** ● **Typeface** ● Publication ● Motion Graphics
● Exhibition ● **Product/Industrial Design**

Language

● **English** ● **Mandarin** ● Cantonese

Tools

Software

● **Figma** ● HTML/CSS ● Wordpress ● **GlyphsApp** ● Adobe Suite ● Microsoft Suite ● **Rhinoceros 3D** ● SolidWorks
● Keyshot ● PowerPoint ● Keynote ● **Jira/Confluence**
● **MacOS** ● **Windows**

Hardware

● **3D Printer** ● **Laser Cutter** ● Book Binder ● Laser Printer ● Screen Printer ● Vinyl Plotter ● Sewing Machine ● Pallet Jack ● Bicycle ● Digital Camera
● C-41 Photo Processing