

JENICA LIANG

CONTACT

Phone
732-569-4111

Email
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Portfolio
jenicaliangu.com

SKILLS

Adobe CC
Photoshop, Illustrator, InDesign

Microsoft Office
Word, PowerPoint, Excel

Figma
Prototyping, User Testing, Wireframing

Procreate

Visual Studio Code
HTML, CSS

EDUCATION

Washington University in St. Louis

St. Louis, MO

Expected May 2026

- GPA: 3.98/4.00
- BFA in Communication Design
- Minors in Human-Computer Interaction and Psychology

EXPERIENCE

Marketing and Design Intern

Veggies Made Great

May 2024 – June 2024

- Led a proposal and planning stages for a website redesign, creating a detailed wireframe and design concepts to better align the site with the current brand and improve functionality.
- Created and designed email templates and brand assets, including illustrations and icons, contributing to a 3% improvement in open rates and engagement for consumer outreach campaigns.
- Updated the existing website with new content, adding 12 recipe pages in collaboration with influencers and 3 monthly store spotlight features.

Studio Monitor | Time-Based Media Studio

Washington University in St. Louis

2023 – Present

- Managed and maintained the cleanliness and organization of the studio space for 3+ classes and 60+ students.
- Oversaw the checkout and return process of equipment, ensuring accurate tracking and accountability.
- Coordinated with team members to facilitate smooth studio operations.
- Conducted routine checks to ensure equipment functionality and reported any issues promptly.

RELEVANT COURSEWORK

Interaction Design: Understanding Health and Well-Being

- Planned and executed various stages of the human-centered design process, including research, synthesis, ideation, concept development, and prototyping.
- Collaborated with team members to create intermediate project deliverables such as prototypes and sketches.
- Developed a comprehensive understanding of design principles and applied them to real-world projects, such as creating promotional materials for school events and organizations.

OTHER

Accountability Chair | Alpha Phi Omega (APO)

2023 – Present

Presidential Volunteer Service Award

- Combined total of 450+ hours of eligible service.