

# Ruobing Su

A designer who creates fun, accessible, and interactive visual experiences for the users you.

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## WORK EXPERIENCES

### Learning Experience Designer | Learning Science Lab, New York University Stern School of Business

New York City, NY | May 2021 – present

- Designed, migrated and re-designed learning contents for NYU Stern School of Business across two different LMS regarding faculty's instructional goals and plans
- Cooperated with professors in designing new learning contents and activities for various online programs based on Human Centered Design model to keep students engaged and enhance learning retention
- Drafted the learning design guidelines and principles for the Learning Science Lab based on learning theories, UX design principles and accessibility design practices
- Conducted quality assurance (QA) including heuristics and accessibility

### Data and visual journalist | Business Insider

New York City, NY | Sept. 2019 – July 2020

- Designed daily infographics, charts, maps, story arts around the news circle
- Produced interactive data stories on all types of topics by applying visual design and UX design principles
- Monitored news to bring visual experiences to trending topics and stories
- Initiated personal projects and collaborated with reporters in bringing 2020 Presidential Election and COVID-19 data into interactive visualizations

## EDUCATION

### New York University | Sept. 2020 – May 2022

- Master of Arts in Digital Media Design for Learning, User Experience Design specialization, GPA: 3.94/4

### Northeastern University | Aug. 2017 – May 2019

- Master of Arts in Journalism, Media Innovation, GPA: 3.83/4

### Northeastern University | Aug. 2013 – May 2017

- Bachelor of Arts in Journalism, Minors in Psychology, International Affairs

## SKILLS

### Design

- Wireframing & Prototyping
- Visual design & Graphic design
- Human-Centered Design
- UX psychology
- Instructional design
- Interactive design
- Atomic design thinking
- Accessibility/universal design

### Research

- UX research
- User journey & empathy mapping
- Learning analytics
- Data analysis & visualization

### Programming

- Coding: HTML & CSS (intermediate)
- Java Script (mainly D3.js)

## TOOLS

- Design: Adobe Creative Suite (Photoshop, InDesign, Illustrator, Premiere Pro), Figma, Adobe XD
- Data: Tableau, Exploratory, MapBox
- Productivity: Slack, Google Suite, AirTable, Jira/Trello, Mural/Miro

## LANGUAGES

- Mandarin Chinese (Native)
- English (Bilingual)
- Korean (Conversational)