

# WENQI LI

UX RESEARCHER | DESIGNER

✉ wenqili@uw.edu

☎ 857-(400)6982

🏠 4322 7th Avenue NE,  
Seattle, WA 98105

## EDUCATION

**University of Washington** Seattle, WA | 08/2014 - Present

MS in Human Centered Design & Engineering

User Centered Design | Information Visualization

Web Design | Usability Test | Qualitative Research

**Peking University** Beijing, China | 09/2010 - 07/2014

Bachelor of Information Management and System

Merit Student

Information Architecture | Information System Analysis & Design

**City University of Hong Kong** HK, China | 09/2012 - 12/2012

Exchange Student of Information System

Management Information System | Data Mining

## EXPERIENCE

**Innovation Works** Beijing, China | 01/2014 - 06/2014

Investment Research Assistant

> Sought potential customer mobile products; compiled research reports on companies and industries.

> Communicated with entrepreneurs about product ideas and user experience.

**Knowledge Engineering Group** Beijing, China | 07/2013 - 11/2013

Web Developer & Research Intern of Tsinghua University

> Participated in developing the School Academic Search System.

> Designed and implemented user interfaces.

**Children Computer Interaction Lab** Beijing, China | 01/2014 - 06/2014

Research Assistant of Peking University

> Evaluated popular children's apps by participant observation and interview to derive design principles. (Poster accepted in iConference 2015)

## SELECTED PROJECTS

**Kitchen Collab** Seattle, WA | 10/2014 - 12/2014

UX Research Lead & UX Designer

> A UCD project helping busy people to cook at home more often.

> Conducted survey and interviews; produced hi-fi prototype for the mobile app; conducted usability test and iteration.

**Oscar Movie Explorer** Seattle, WA | 10/2014 - 12/2014

Design Lead

> Designed and implemented an interactive information visualization as an exploration tool for all the Oscar movies.

**iLanguage Mobile App** Beijing, China | 07/2013 - 08/2013

Product Manager

> Designed an ios app helping people find nearby language partners.

> Led the team through focus group, wireframing and video prototyping.

## SKILLS

### Research

Survey  
Interview  
Contextual Inquiry  
Focus Group  
Competitive Analysis  
Affinity Diagramming  
Persona  
Scenarios

### Design

Sketching  
Storyboarding  
Wireframing  
Hi-fi prototyping  
Paper Prototyping

### Evaluation

Heuristic Evaluation  
Usability Testing  
Think Aloud

### Tools

Sketch  
Axure  
Balsamiq  
Indesign  
Illustrator  
Photoshop  
Marvel  
Framer  
Tableau

### Programming

Java  
C  
HTML/CSS  
Javascript