WENQI LI

UX RESEARCHER | DESIGNER

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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
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   Beijng, 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
>Designed and implemented UI of School Academic Search System.

Children Computer Interaction Lab   Beijng, 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
Contexual 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