



CHENCHEN LI

USER EXPERIENCE DESIGNER

CONTACT ME

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 www.chenchen.li

SKILLS

Design Tools

Sketch
Adobe Suite (Ai, Ps, Id, Ae, Lr)
Flinto
Invision
Axure
HTML5

Design Methods

User Interview
Observation
Contextual Inquiry
Cultural Probes
Mental Model
Personas
Affinity Diagram
Storyboarding
Task Analysis
User Journey Map
Sketch
Prototype
Wireframe
Usability Testing



EDUCATION

08/17- Present
M.S


UX Design at Purdue University

 West Lafayette, IN

- Started master degree in UX design program, expecting to graduate in 2019 Summer
- Studied design skills such as Personas, Observation and User Journey Maps, etc.
- Studied theoretical knowledges such as HCI history and main theories
- Started qualitative and quantitative research

08/11-06/15
B.A

Industrial (Art) Design at Southeast University

 Nanjing, China

- Learnt 3D modelling in Industrial Design
- Gained typography, page layout and illustration skills in Graphic Design
- Studied physical model, space and material knowledge in Environmental Design



WORK EXPERIENCE

07/15-09/16
Full-time

UX Designer at Campsg Science and Technology Shanghai CO., Ltd.

 Shanghai, China

- Won Excellent Employee Award among 50 employees with one-year' full-time work
- Iterated 2 versions of web product, helping increase client number by 20%
- Individually designed company website which increased traffic flow by 48%

11/14-06/15
Intern

Visual Designer at Campsg Science and Technology Shanghai CO., Ltd.

 Shanghai, China

- Got return offer after 7 months internship
- Used Sketch to completed high-fidelity user interfaces
- Used Illustrator, InDesign and PowerPoint to completed promotional materials for Marketing Department

06/14-09/14
Intern

Assistant Front-end Engineer at Panasia Info&Tech JiangSu CO., Ltd.

 Wuxi, China

- Worked as an intern for more than 2 months
- Cooperated with 2 engineers to modify static pages and website templates