

Joy Li

UX/UI Designer

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📁 [Portfolio](#)
🌐 [LinkedIn Profile](#)
📍 New York, US

UX/UI designer with a background in architectural design. Experienced in generating and implementing ideas to deliver built environment where people enjoy living and working. Skilled at optimizing solutions within given frameworks and collaboration with various stakeholders. Passionate about providing designs that are additive to life experience of users.

UX Skills

User Research
Competitive Analysis
User Personas
Information Architecture
Paper Prototyping
Wireframing
Usability Testing
Visual Design
Interaction Design

Tools

Figma
Sketch
Adobe CC
HTML
CSS
JavaScript

Education

UX Design Certificate

CareerFoundry
Expected: Mar 2023

Master of Science in Sustainable Design

Carnegie Mellon University
Pennsylvania, US | Aug 2010

Bachelor of Architecture

Tongji University
Shanghai, China | Jun 2005

Language

English, Chinese

UX Projects

UX/UI Designer

Olive | Health App

May 2022 - Dec 2022

- Conducted interviews with health conscious people to understand their needs and pain points, gaining insights of their behaviors and attitudes toward personal health management.
- Created personas and laid out customer journey maps and user flows to define problems
- Sketched wireframes and developed prototypes to explore possible solutions
- Conducted usability testing to assess learnability and satisfaction of the design, fixing issues that frustrated or confused users
- Developed style guide to apply consistent design patterns to the prototype, delivering a product that users store, track, and safely share varying health information on one platform.

Work Experience

Architectural Designer/Project Manager

Archilier Architecture, NY, US

Sept 2013 - Sep 2022

- Programmed usage of spaces to meet both client and end-user needs of living and working environment
- Generated design ideas to solve various challenges from concept to construction documents
- Presented design options to stakeholders with compelling storytelling techniques
- Coordinated with engineers to make sure that structure and mechanical systems worked with architecture design
- Headed a design team by organizing peer review meetings, mentoring new designers and monitoring their work, delivering design document on time and of high quality