

Lingbo Li

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Education Background

Harvard University

2021.09 - 2024.12

Master of Design Studies (Human Computer Interaction) + Master of Architecture

Relevant Courses: Human-Computer Interaction, Data Science, Data Analysis & Visualization, Probabilistic Modeling, etc

University of Liverpool

2017.09 - 2020.05

Bachelor of Architecture GPA: 3.8/4.00 Rank: 10/221

Relevant Courses: Design Foundation, Storyboarding, Mathematics for computer graphics, Introduction to Computation Design, etc.

Work Experience

POIZONAPP | Payment Experience Team, Product Management Intern

2023.06 - 2023.08

With 100 million monthly active users, POIZONAPP is a B2C and C2C e-commerce platform, of which 88% are from Generation Z.

- Collaborated with engineers and designers to innovate the 'Wishlist' recommendation strategy. Used user's browsing and clicking patterns to infer potential purchase intentions, resulting in a 1% rise in product views and a 2% surge in Product Detail Page (PDP) visits.
- Analyzed feedback received from 30k+ respondents to understand payment failures and high order cancellation rate for 10 Tier1 categories.

Guided the introduction of an additional payment method, reducing failures due to method unavailability from 68% of total failures to 20%

- Introduced and A/B tested return policy reminders for cross-border products with UX designer, resulting in a 10% drop in complaint rates.
- Partnered with the engineering team to optimize the comment review backend. Introduced a separate risk-control review system and functions for whitelisted contents, KOL and KOC, contributing to enhanced internal operational efficiency.
- Formulated a comprehensive customer decision mechanism in partnership with a senior product manager. This involved manual & algorithmic processes, integrating insights from customer service consultations, Q&A sessions, and VOC (Voice of Customer) feedback.
- Presented payment systems competitive analysis. Aimed to benchmark both domestic and international shopping software and identify gaps in POIZONAPP.

Harvard GSD | AMDP Education Online Platform, Product Intern

2022.06 - 2022.08

- Leveraged available platform data resources to identify and consolidate requirements from 60 global users.
- Drafted prototypes for two product solutions and established frontend display logic. Presented the idea to the whole department.

Coordinated with developers, monitored requirements from school and students, and conducted functional testing.

- Partnered with developers, maintained graphic standards and branding throughout the product's interfaces, and ensured requirement implementation, culminating in the launch and utilization.

Perkins + Will Architectural Firm | Design Intern

2021.01 - 2021.08

- Worked with design and construction teams, planned a K12 school and sports activity center, spanning 80,000 square meters. Identified new requirements for "Internet + Education" and integrated emerging design concepts with practical implementation costs.

Academic Projects

UberEats Mobile App Improvements "Add-to-Order" Feature | Product Design

Conducted a survey with 30 food delivery users to identify UberEats multi-order delivery pain points. Optimized based on DoorDash's second order model, enabling a single driver to pick up from multiple venues. Reduced user delivery fees with a 5-minute additional wait time.

Universe Within Ourselves | Research, UX Design, Scripting

Designed a real-time desktop wallpaper that reads mental and physical tracker data and generates a personalized 3D galaxy.

Skills

Software MySQL | Tableau | Figma | Adobe Suite | Unity(AR/VR)

Research & Design User Research | Story Board | Wireframe | User Test | Rapid Prototyping

Programming Languages Python | C# | JavaScript | HTML/CSS