Yunjie Li
UX/UI DESIGNER

I sketch, wireframe, research, and code to translate complex requirements into clear, usable, and useful design. I make clear, usable, and useful design look good.

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EXPERIENCE

UX/UI DESIGNER

Mapbox   San Francisco, CA · Jul 2016 - Present

- Redesigned the map feedback tool for Snapchat integration, which increased the page view by 150%
- UX/UI design of mapbox.com use case landing pages, sitemap, and account dashboard
- Design and prototype new Mapbox API feature usage in Javascript/html
- Develop the Mapbox styleguide and visual identity in digital and print

PRODUCT DESIGN INTERN

Esri   Redlands CA · Jun - Aug 2015

- Conducted competitive analyze of Esri Earth for feature prioritization
- Ideated with external customers to create personas, journey maps and business model canvas
- Designed UI/UX of the Hackathon winning app Esri Saver

TEACHING/RESEARCH ASSISTANT

Harvard University   Cambridge, MA · Oct 2014 - Feb 2016

- Taught workshops on data analytics, visualization, and web design
- Data analytics/visualization of commutes for school children with MAPC

EDUCATION

MASTER IN DESIGN STUDIES

Harvard University   Cambridge, MA · Aug 2014 - May 2016

- Thesis: mapping urban authenticity with 274,000 geotagged Instagrams
- Dean's merit scholarship (2015, 2016)

B.ENG. IN URBAN DESIGN, B.S. IN ECONOMICS

Peking University   Beijing, China · Sep 2009 - Jul 2014

SKILLS

DESIGN

UX/UI design

Visual design

User research

Usability testing

Data visualization

CODING

HTML/CSS

Javascript

React

Swift

C, Python, SQL

TOOLS

Sketch

Illustrator

InVision

Photoshop

After effects

Github

Xcode