



Xi Li

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EDUCATION

- 04/2019 ■ **UNIVERSITY OF MICHIGAN, SCHOOL OF INFORMATION** | Ann Arbor, MI
 - Master of Science in Information, focusing on User Experience Research & Design
- 03/2016 ■ **UNIVERSITY OF WASHINGTON** | Seattle, WI
 - Master of Science in Civil Engineering, focusing on Environmental Engineering
- 06/2014 ■ **FUDAN UNIVERSITY** | Shanghai, China
 - Bachelor of Science in Environmental Science

EXPERIENCE

- 07/2019 ■ **FRESH CONSULTING** | Bellevue, WA | UX Designer
 - Now ■ Contributed to the design of webapp experience across different clients including healthcare, finance, engineering industry, insurance.
 - Designed webapp and XR experience for internal projects.
 - Conducted user testing for clients and internal project.
 - Contributed to internal training.
- 11/2019 ■ **REOPEN** | Remote | Part-time UX Designer
- 02/2020 ■ Contributed to the web design and build process
- 05/2018 ■ **ACADEMIC INNOVATION, UMICH** | Ann Arbor, MI | UX Design Intern
- 04/2019 ■ Contributed to user flows and interface improvements for 2 educational products used in UMich campus
 - Co-conducted user testing for feedbacks before the first launching
 - Designed illustrations and animations for email templates and physical products
 - Contributed to front-end codings for the web-based one
- 04/2016 ■ **XIAMEN RADIO & TV DIGITAL ENG, CO., LTD** | Xiamen, China | UX Intern
- 07/2016 ■ Contributed to user research and data interpretation for a digital order managing system
 - Redesigned web layouts and task flow for backend managing platform
 - Redesigned company website and visual elements concepts
 - Updated product requirement document for easy tracing back of versions
- 01/2016 ■ **DEPT OF CIVIL AND ENVIRONMENTAL ENGINEERING, U OF WASHINGTON**
- 03/2016 ■ Seattle, Washington | Grader

INDEPENDENT PROJECTS

- 11/2018 ■ **FAN ARTS INFO VIS, GRAPHICS DESIGN SET** | Remote | Illustrator, Designer
- 05/2019 ■ Design illustrations, graphic and brochure designs for fan arts event in ComicsUp 24, ComicsUp 23
- 07/2018 ■ **WEDDING EVENTS VISUAL DESIGN** | Remote | Illustrator, Designer
- 08/2018 ■ Designed illustrations, logo, and invitation letter for 2 wedding events' digital products and prints

SKILLS

- UX Comparative Analysis
 - User testing
 - Contextual inquiry
 - Heuristic evaluation
 - User enactment
 - Diary studies
 - Prototyping
 - Visual design
 - Illustration

- TOOLS Figma
- Sketch
- UXPin
- InVision
- Blender
- Photoshop
- Illustrator
- After Effects
- Premiere

- CODE HTML
- CSS/LESS
- A-Frame
- Javascript
- Python
- d3.js