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

05/2018
04/2019 — **ACADEMIC INNOVATION, UMICH** | Ann Arbor, MI | UX Design Fellow
- 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

02/2017
05/2017 — **NEW ORIENTAL EDUCATION & TECHNOLOGY GROUP INC**
Xiamen, China | Part-time Lecturer

04/2016
07/2016 — **XIAMEN RADIO & TV DIGITAL ENG, CO., LTD** | Xiamen, China | UX Intern
- 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
03/2016 — **DEPT OF CIVIL AND ENVIRONMENTAL ENGINEERING, U OF WASHINGTON**
Seattle, Washington | Grader

02/2014
06/2014 — **NEW ORIENTAL EDUCATION & TECHNOLOGY GROUP INC**
Shanghai, China | Teaching Assistant

SELECTED ACADEMIC PROJECTS

10/2018
12/2018 — **BETWEEN WORLDS |** Conceptual VR Design | Researcher, Designer
Designed a VR exhibition experience for Xiamen Bridge Museum to improve visitor flows and call for reflections on local culture and history. Conducted user research, comparative analysis, storyboards, wireframing and prototyping.

09/2018
12/2018 — **LIME |** UbiComp Product Design | Designer
Designed a smart glass to help control alcohol intake in a team of 4. Contributed to user research through surveys and interviews for users needs, ideations, low-fi prototyping and user enactments for designing models and iteration concepts, user interface animations for applying efficient visual reminders for users.

09/2017
12/2017 — **EHEALTH |** Conceptual APP Design | Researcher, Designer
Redesigned a health service mobile app, used by 2 million users, to improve task flows and interfaces. Conducted user research, comparative analysis, story mappings, information architecture, wireframing, visual design, and prototyping.

SKILLS

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

TOOLS
Photoshop
Illustrator
After Effects
Premiere
Sketch
Principle
InVision

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

INDEPENDENT PROJECTS

02/19
present — **FAN ARTS INFO VIS, GRAPHICS DESIGN SET**
Remote | Illustrator, Designer
Design illustrations, graphic and brochure designs for fan arts event in ComicsUp 24

10/18
11/18 — **FAN ARTS GRAPHICS DESIGN SET**
Remote | Illustrator, Designer
Illustrated and designed postcards and envelopes for fan arts events in ComicsUp 23

07/18
08/18 — **WEDDING EVENTS VISUAL DESIGN**
Remote | Illustrator, Designer
Designed illustrations, logo, and invitation letter for 2 wedding events' digital products and prints