



# 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 ■ **ACADEMIC INNOVATION, UMICH** | Ann Arbor, MI | UX Design Fellow
  - present ■ Contributed to user flows and interface improvements for 2 educational products used in UMich campus
  - Contributed to user testing for feedbacks before the first launching
  - Contributed to illustrations for email templates
  - Contributed to front-end codings for the web-based one
- 02/2017 ■ **NEW ORIENTAL EDUCATION & TECHNOLOGY GROUP INC**
  - 05/2017 ■ Xiamen, China | Part-time Lecturer
- 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
  - Contributed to web layouts and task flow for back-end 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
- 02/2014 ■ **NEW ORIENTAL EDUCATION & TECHNOLOGY GROUP INC**
  - 06/2014 ■ Shanghai, China | Teaching Assistant

## SELECTED ACADEMIC PROJECTS

- 01/2019 ■ **ADVANCED PUBLIC-SPEAKING PRACTICE** | VR Design | Designer
  - 04/2019 ■ Designed a conceptual VR application to help newly-coming international students in public speaking practice and get adapt to academic culture in English-speaking campus, in team of 4. Contributed to learning flow design, user interaction design, visual elements design, quick paper and digital prototyping.
- 09/2018 ■ **LIME** | UbiComp Product Design | Designer
  - 12/2018 ■ 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 ■ **EHEALTH** | Conceptual APP Design | Researcher, Designer
  - 12/2017 ■ 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 ////////
  - Unity ////////
- CODE ■ HTML ////////
  - CSS/LESS ////////
  - A-Frame ////////
  - Javascript ////////
  - Python ////////
  - d3.js ////////

## INDEPENDENT PROJECTS

- 02/19 ■ **FAN ARTS INFO VIS, GRAPHICS DESIGN SET**
  - present ■ Remote | Illustrator, Designer
  - Design illustrations, graphic and brochure designs for fan arts event in ComicsUp 24
- 10/18 ■ **FAN ARTS GRAPHICS DESIGN SET**
  - 11/18 ■ Remote | Illustrator, Designer
  - Illustrated and designed postcards and envelopes for fan arts events in ComicsUp 23
- 07/18 ■ **WEDDING EVENTS VISUAL DESIGN**
  - 08/18 ■ Remote | Illustrator, Designer
  - Designed illustrations, logo, and invitation letter for 2 wedding events' digital products and prints