CHONG LI

User Experience & Product Designer

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EDUCATION

University of Michigan, Ann Arbor
- Master of Science in Information, HCI   Sep. 2016 - Dec. 2017

Tongji University, Shanghai
- Bachcelor of Architecture   Sep. 2011 - Jun. 2016

National University of Singapore
- Study Abroad, Technology & Tectonics   Jan. 2014 - May. 2014

EXPERIENCES

UX Designer Intern   Remote Michigan
--Adobe   Oct. 2017 - Present
- Working on the implementation of new features of Adobe 'Personalization' to help Adobe products provide customers with customized experience
- Collaborating with PMs and enginners to create wireframes & hi-fidelity mockups and implement new features

UX Designer Intern   San Jose, CA
--Adobe   May. 2017 - Aug. 2017
- Designed the user experience for Adobe PPM 2.0 which provides dashboard view, portfolio management, project reporting & prioritization functionalites for different BUs at Adobe
- Worked with PMs and enginners to conduct product research and create personas, user workflow, wireframes, and hi-fi prototypes

Graduate Student Instructor   Ann Arbor, MI
--University of Michigan, Ann Arbor   Jan. 2017 - Present
- Graduate Student Instructor for SI 539: Design of Complex Website (HTML, CSS, JavaScript, PHP) in Winter 2017 and SI 206: Data Oriented Programming (Python, Beautiful Soup, SQL) in Fall 2017

UX Designer   Ann Arbor, MI
--UMSI Design Clinic   Sep. 2016 - Dec. 2016
- Designed mobile and web products for a local medical start-up based on methodology research, user research, and design iterations
- Redesigned web user interfaces and reporting functionality for an online litigation service platform

Operations Intern   Shanghai, China
--Uber   Mar. 2016 - May 2016
- Interviewed users and analyzed qualitative data to gain insights on designing a better experience for Uber drivers and partners
- Collected data to provide better pricing solutions against other competitors for Uber Shanghai

SKILLS

Design
- Persona
- Storyboarding
- Wireframing
- Prototyping
- Hi-fidelity Design

Research
- Interview & Survey
- Affinity Diagram
- Heuristic Evaluation
- Usability Test
- Statistical Analysis

Software
- Adobe Creative Cloud
- Sketch & Plug-ins
- Invision

Programming
- HTML & CSS
- Javascript & D3.js
- Python
- Processing

PROJECTS

Maestro, UX Research
- Conducted usability tests and surveys to gain insights of the current application
- Designed a new experience by creating wireframes, iterating prototypes, and writing XAML code

NSportC, UX Design
- Designed and built components of mobile & web application by research, design iterations, and usability tests
- Created wireframes, and hi-fi prototypes by design iterations to support user needs

- *More projects at: chonglii.com*