CHONG LI
User Experience & Product Designer

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EDUCATION

University of Michigan, Ann Arbor
- Master of Science, HCI (GPA 4.0/4.0)   Sep. 2016 - Apr. 2018

Tongji University, Shanghai
- Bachcelor of Architecture (GPA 4.43/5.0)   Sep. 2011 - Jun. 2016

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

EXPERIENCES

UX Designer Intern   San Jose, CA
- Adobe   May. 2017 - Present

October - Present (Remote Michigan)
- Designing interfaces and interactions to support the new use cases in 'Adobe Personalization' platform
- 'Personalization' is a platform that delivers personalized content to customers based on observed activities, real-time data, and predicted interest

May - August (Summer Intern)
- Designed the web interface for the all new Adobe Project Portfolio Management platform to accelerate the project management & reporting and portfolio prioritization process in Adobe
- Worked with PMs and enginners to conduct user 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) in Fall 2017

UX Designer   Ann Arbor, MI
- University of Michigan Design Clinic   Sep. 2016 - Dec. 2016

- Designed a cross-platform application on both mobile and web for a local medical start-up which focuses on handling sports concussions
- Redesigned the reporting functionality and user workflow 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, Research & Design

- Maestro is an interactive application to support conducting students outside classroom
- Designed a new experience by user research, wireframing, and prototyping

NSportC, Product 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**