CHONG LI
User Experience & Product Designer

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EDUCATION

University of Michigan, Ann Arbor
• M.S. in Information (HCI Track)   09/2016 - 04/2018

Tongji University, Shanghai
• Bachcelor of Architecture   09/2011 - 06/2016

National University of Singapore
• Exchange Program   01/2014 - 05/2014

EXPERIENCES

UX Designer Intern   Remote Michigan
--Adobe   09/2017 - Present
• Working on the 'personalization' platform to provide customized user experience for Adobe's customers
• Creating wireframes and hi-fi mockups

UX Designer Intern   San Jose, CA
--Adobe   05/2017 - 08/2017
• Worked on the UX design and branding of a project portfolio management application called Adobe Plan
• Worked with the Adobe HIVE core design team to help provide better HIVE experience and post-HIVE outputs

UX Designer   Ann Arbor, MI
--UMSI Design Clinic   09/2016 - 12/2016
• Provided mobile and web design solutions for a local start-up based on methodology research, user research, and design iterations
• Redesigned web user interfaces and interactions for an online management platform in the legal industry

Graduate Student Instructor   Ann Arbor, MI
--University of Michigan, Ann Arbor   01/2017 - Present
• Graduate Student Instructor for SI 539: Design of Complex Website (HTML, CSS, JavaScript, PHP)
• Graduate Student Instructor for SI 206: Data Oriented Programming (Python)

Operations Intern   Shanghai, China
--Uber, Shanghai   03/2016 - 05/2016
• Collected data to provide better pricing solutions for Uber Shanghai
• Interviewed users and analyzed data to gain insights into Uber system upgrading

Please visit my portfolio at: chonglii.com

SKILLS

UX
• Interview & Survey
• Rapid Prototyping
• Persona
• Storyboarding
• Usability Test
• Heuristic Evaluation
• Affinity Diagram

Software
• Photoshop
• Illustrator
• InDesign
• Sketch 3
• InVision
• AutoCAD
• Rhino 3D

Programming
• HTML & CSS
• Javascript
• Python
• R
• SQL
• Java
• Matlab

Hardware
• Arduino
• Processing

Fabrication
• Robotics
• 3D Printing
• CNC Milling

PROJECTS

Maestro
• UX Designer for Maestro project which developes a platform that uses gesture recognition and machine learning to help musical conductors
• Conducted user studies and usability testing

NSportC Platform
• Designed and built components of a usable app by researching, conducting interviews and usability tests to support user needs
• Created wireframes, and hi-fi prototypes by design iterations

COURSES

• Introduction to Interaction Design
• Contextual Inquiry
• Fundamentals of Human Behaviors
• Advanced Graphic Design
• Database Application Design
• Data Manipulation & Analysis
• Design of Complex Website