CHONG LI

User Experience & Product Designer

734-389-5728 chongli@umich.edu

EDUCATION

University of Michigan, Ann Arbor

09/2016 - 12/2017 M.S. in Information (HCI Track)

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 09/2017 - Present --Adobe

- · 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

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