

Fangyi Li

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EDUCATION

University of Michigan School of Information, Ann Arbor, MI
Master of Science in Information (UX Research and Design)

Expected May 2027

Davidson College, Davidson, NC
Bachelor of Science in Psychology (Magna Cum Laude), Minor in Data Science

May 2025

RESEARCH PROJECTS

Qualitative Researcher, Click for Confidence (Class Project), Ann Arbor, MI

September 2025 – Present

- Led exploratory qualitative research on digital barriers and technology adoption among Filipino American seniors by conducting background research and interviewing 5 proxy members across 3 stakeholder groups
- Directed the research approach by collaborating with Rizal Center board members to refine goals, align expectations, and ensure the study addressed real organizational needs
- Synthesized interview data through affinity mapping and produced an actionable insight report that informed plans for a more accessible and culturally responsive tech-support program

Primary Researcher, Gendered Expectations in Helping Behavior (Senior Thesis), Davidson, NC August 2024 – May 2025

- Led a quantitative behavioral study with 300+ online participants examining how gender influences perceived warmth and agency in helping scenarios
- Designed scenario-based experimental stimuli that systematically varied gender, context, and helping decisions to uncover bias patterns, and distributed survey in Qualtrics
- Conducted statistical analyses using Jamovi (R-based), running ANOVAs and interaction analyses to identify meaningful behavioral effects
- Secured IRB approval, recruited participants, and synthesized findings into clear insights for academic presentation, demonstrating strong data interpretation and research communication skills

Research Assistant, Gender Stereotype Threats in VR Environment, Davidson, NC

May 2023 – September 2023

- Supported an immersive-VR behavioral study by preparing research materials, drafting IRB documentation, and developing clear, reliable Qualtrics surveys for recruitment and post-experiment measurement
- Facilitated study sessions with 48 participants and improved data quality by troubleshooting interaction issues and optimizing procedures to ensure consistent, interruption-free data collection
- Contributed to preliminary quantitative analysis of behavioral and survey data, synthesizing early insights that informed the next phase of the research

DESIGN PROJECTS

UX Designer, A.D.H.Do (T+J Design Jam), Ann Arbor, MI

September 2025 – December 2025

- Designed a neurodiversity-centered productivity app grounded in behavioral insights related to cognitive load, task initiation, and emotional regulation
- Created end-to-end wireframes and interaction flows featuring flexible rescheduling, multitasking support, and structured task-planning tools
- Synthesized survey results into a unified product vision and guided the team toward an affirming, user-centered approach to productivity
- Presented a high-impact pitch to the Design Jam committee, receiving strong interest from mentors.

Website Designer, Empathy Driven Solutions, Charlotte, NC

September 2024 – December 2024

- Created page-level wireframes reflecting client brand identity and presenting consulting services with stronger clarity and credibility
- Added content blocks and testimonial elements to improve trust, scannability, and engagement
- Maintained consistent communication with the client and delivered a polished Wix website aligned with their goals

Data Visualization Designer, [Alumni Engagement Dashboard](#), Davidson, NC

August 2024 – May 2025

- Built an interactive R Shiny dashboard integrating alumni involvement, gift data, volunteer participation, and event metrics to reveal engagement trends for leadership
- Translated complex historical datasets into clear visualizations and decision-ready insights for the Board of Trustees to inform future campaigns
- Created a codebook and standardized variables to improve data quality and support scalable dashboard updates

SKILLS

UX Research: User interviews • Usability testing • Heuristic evaluation • Survey design • Affinity diagramming • Insight synthesis • Mixed-methods research

UX Design: Wireframing • Prototyping • Interaction flow design • Information architecture • User personas • Task analysis • Iterative design

Tools: Figma • Qualtrics • Jamovi • R / R Shiny • HTML • CSS • JavaScript • Google Workspace • Wix