

# 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**

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**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