HAOYU LI

Product Designer

/ ALL ABOUT ME

Product Designer with extensive hands-on experience in concept, innovation, and commercial design. A competent, resourceful, and self-motivated individual who has a great passion for design and innovations and an excellent sense of communication and teamwork.

/ TECHNICAL SKILLS

Research & Analysis

Participatory Design	Contextual Inquire
Affinity Diagram	Interview / Survey
Usability Testing	Journey Map

Design

Adobe Creative Suites
Sketch / Figma / Invision
Rhinoceros / Keyshot
Model Making / 3D Print

/ CONTACT DETAILS

3411 Chestnut St, Apt 429.
Philadelphia, PA 19104
>> hl629@drexel.edu
>> 215-7303-756

/ EDUCATION HISTORY

Drexel University
Product Design | 2017-2022
> GPA 3.56 Dean's List Honors
> Minor - Interactive Digital Media

/ PROFESSIONAL EXPERIENCE

MilkCrate - Digital Product + Graphic Design
03/2021 - 09/2021
> Designed custom app App for non-profit organization based on the platform developed by the development team.
> Developed organizational event-oriented app for Philadelphia Youth Sports Collaborative (PYSC).
> Developed a home care/nurse shift app for Philadelphia Public Health Management Corporation to monitor and record feedback, solving an old and cumbersome paper-based record system.
> Developed a schedule-driven language learning course recording and feedback app for Providence Center in Philadelphia.
> App developed in collaboration with the City of Philadelphia Public Health Department. A community street sanitation reporting and accountability to individuals, management-oriented App. Solving the dirty and disorganized situation of Philadelphia blocks
> Troubleshoot data-related problems or modifications
> Monitor and analyze information and data systems and evaluate their performance to discover ways of enhancing them (new technologies, upgrades etc.)

/ PROJECTS

ARUNNER
03/2020 - 05/2020
> Researched social distancing and find design opportunities.
> Established user persona, empathize map, and design criteria.
> Built and rendered 3D model with Rhino3D, Solidworks, and Keyshot.
> Material choice and manufacturing process.
> Built BOM to calculate the cost and retail price.

Get It Done
01/2019 - 03/2019
> Designed online platform that provides services and VIP services.
> Business Plan - Responsible for development trend, product/ service, analysis for competitive products and business models.
> Enhanced the Web and APP by responsive web and dynamic effects for better user interface and experience.
>More project in portfolio