Kexin LI

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EDUCATION

University College London (UCL)
09/2014 - 09/2015 (Expected)
MSc in Human-Computer Interaction with Ergonomics,
Expected degree: 2.1

University of Electronic Science and Technology of China (UESTC)
09/2010 - 07/2014
BE in Information Security
Grades: 85.0/100 (equivalent: 2.1)

WORK EXPERIENCE

Assistant Product Manager Intern | Lenovo
01/2014 - 03/2014
- Duties: Helped a product manager work out the information architecture, created prototypes for a game platform; brainstormed new ideas in meetings
- Gained abilities: communication skills, team work, brainstorming skills, and design skills, product management

UI/UX Designer Intern | E-cube Tech Ltd.
06/2012 - 11/2013
- Duties: Analysed user requirements, designed interfaces for 3 products on web and mobile devices, and tested the usability
- Gained abilities: communication skills, team work, product design skills

SKILLS

SOFTWARE
Photoshop | After Effects | Axure | Balsamiq | XMind | Pixelmator | Keynote

PROGRAMMING
C/C++ | Html/CSS (basic)

DESIGN / HCI
GUI Design (Web/iOS/Android) | Storyboarding | Wireframing | Prototyping | Usability Testing

PROJECTS

Convo Screen | 10/2014 - 12/2014
Creative interactive dinner table | 'Design Practice' project in UCL
- Collected user data and needs by interviews
- Analysed user requirements using affinity diagrams
- Created storyboards, wireframes for the table content and low-fi prototypes for the table itself

WordMemo | 10/2013 - 12/2013
English vocabulary memorisation website | HCI design project at Coursera.com
- Identified user needs based on observations and interviews
- Built storyboards, and finally implemented an interactive web prototype using Axure

Big Data Research Center | 09/2013 - 11/2013
Data visualisation website | E-cube project
- Defined the visualisation way of data, discussed the primary functions, designed the UI and icons for a website.

Douban Book | 09/2013 - 11/2013
Android version of *book.douban.com* | Cooperative project
- Researched user needs
- Built hi-fidelity prototypes (20+ in all), and designed the interfaces for an Android app.

Eatornot |
Web and Android app of food suggestions | E-cube project
- Analysed user needs and optimised the prototypes
- Designed the graphic interfaces for both ends, and modified the products with developers

HONORS

- The **First-Class** People's Scholarship | top 5%
- The **Second-Class** People's Scholarship | top 15%