

# BIHAN LI

## UX/UI Designer | Product Designer

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## SUMMARY

Versatile and quick learner with strong research and prototyping skills, experience in SaaS and the game industry with successful product launches, and an adaptive and easy-going personality.

## WORK EXPERIENCE

### Video Game Designer

Ottor Game Studio(Startup) | *Beijing, China (05/2021 - 07/2022)*

- Led 4-person team in 3D game development, creating assets in Blender, designing levels in Unity, and collaborating on game mechanics documentation.
- Led user research, designed and distributed online surveys, collected 350+ responses, and analyzed data using Tableau for design insights.
- Designed UX flow in Figma for a 2D casual game, ensuring intuitive gameplay and engaging user interactions.
- Conducted game tests and designed interfaces of the "GPA Fusion" game, achieving 9/10 rating on TapTap platform and gaining 30K+ followers.

### UX Design Intern

CityDNA Technology Co., Ltd | *Beijing, China (08/2020 - 12/2020)*

- Designed the UX flow of the PinSurvey mobile application, PinSurvey web servers platform, and the introduction website in Sketch. Successfully launched.
- Designed the features of the PinMage mobile application in Sketch.
- Designed the map features of the PinStreet mobile application in Sketch. Successfully launched.
- Designed graphics for the social media account in Photoshop.

### Media Content Designer

RAC Studio | *Shanghai, China (01/2019 - 2/2019)*

- Wrote articles and designed graphics for the social media account. Creations achieved 250% more views compared to the previously most-viewed article.
- Organize offline events and create brand designs for offline activities.

## AWARD & EXHIBITION

2021 Mobile Application Innovation Competition (Issued by Apple): First prize in South China Division

URS Interactive Public Art Installation Design Competition

2020: Global Top 30

2023 AMT Moving Image Festival

Roblox\*Parsons Collb virtual fashion show

## SKILLS

- **Prototype:** Figma, physical model, Unity, Sketch
- **2D:** Photoshop, Adobe Illustrator, Adobe InDesign, Figma, Procreate
- **3D:** Blender, C4D, Marvelous Designer, ZBrush, Rhino, Roblox Studio, SketchUp
- **Sound:** ProTools
- **Coding:** HTML, CSS, JavaScript, p5.js, C#, C++, HLSL, GitHub
- **Animation:** Adobe After Effect, Procreate, Blender

## EDUCATION

### Parsons School of Design

MFA in Design and Technology

*New York, NY (08/2020 - 05/2023)*

**Relevant Coursework:** A Holistic User Experience, Designing for Usability, Tech Media Democracy, Speculative Design, Web Advanced(Javascript), Sound Design,Creative Coding: Unity, CC Lab(p5.js)

**GPA:** 3.71/4

### Tsinghua University

Visiting Student

*Beijing, China (08/2020 - 06/2021)*

**Relevant Coursework:** C++, Introduction to Flexible Electronics, Emotion Psychophysiology Measurement Technologies

### Xi'an University of Architecture and Technology

Bachelor of Engineering in Landscape Architecture

*Xi'an, China (08/2020 - 06/2021)*

**GPA:** 3.28/4

## LANGUAGES

### Chinese (Mandarin)

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*Native or Bilingual*

### English

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*Native or Bilingual*