Laura Li

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EDUCATION
- **University of Michigan**   anticipated graduation: 2021   GPA: 3.8
  Bachelor of Science in Information, Computer Science Minor

SKILLS
- Design: Proficient - **Sketch**, **InVision**, Microsoft Suite, **Unity**, Adobe **Photoshop**, **Illustrator**.
  Beginner - Autodesk 3ds max, Unreal Engine, photogrammetry.
- Programming: Proficient - **Python, HTML, CSS3**, **Javascript.** Intermediate - **R, C++**.
- Languages: bilingual in **English** and **Mandarin**, intermediate level **French**.
- Able to identify patentable ideas and possible infringement issues in order to create an IP strategy.
- Customer and client service, user research, product design and development, interaction design.

EXPERIENCES
Vectorform, LLC.
Solution Design Intern   June - August 2019
- Designed voice user interface (VUI) of an AI chatbot: facilitated utterance collection, created VUI
  diagram flow and chat interaction model, wrote sample dialogs, and categorized intents and dialogs.
- Created user flow, wireframe, and prototype for an IoT home hub mobile application.
- Ported a mixed reality Hololens experience to an augmented reality experience collaboratively with
  developers using Unity, and redesigned for its new user interface design.
- Conducted competitive analysis for topics including augmented reality and financial technology, etc.

Noitom Ltd.
Product Design Intern   May - June 2019
- Ideated and prototyped multiple improved designs for an interactive multi-user virtual reality project.
- Made user experience suggestions and created user flow for a multi-user virtual project.
- Designed interactions and user interface components for a virtual reality data visualization plug-in.

PROJECTS
Clipp app
Lead Designer   August 2019 - Present
- Developing the initial branding design and user flow with the founders of the mobile application.
- Created wireframes and prototypes, designed user interface elements for the application.
- Drafted usability testing protocols and led the tests with the potential users.

Gameday Virtual Reality, Multidisciplinary Design Program
Team member   December 2018 - Present
- Collaborating with multidisciplinary team of student peers and Computer Science Professor to deliver
  an interactive virtual reality product populated with 360 videos.
- Using skills in user experience design, film editing, video game production, and virtual reality to
  contribute to the development of assistive technology that support children with physical disabilities.
- Validating project requirements by conducting user interviews at C.S. Mott Children's Hospital.

LEADERSHIP
Chinese Students and Scholar Association
Executive director, coordination team leader   September 2017- Present
- Executive director of videos with over 10 million views: from script writing to producing.
- First hand planning, coordinating, and leading operation teams that facilitates professional and cultural
  events including Michigan China Forum, career fairs, Chinese festival gala, etc.
- Drafting effective marketing plans and proposals, demonstrating graphic design skills, copywriting
  ability, and workflow control.