

## **Xinyu Li, UX Designer**

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### **Google, UX Design Intern**

May.2017 - Aug.2017 | New York City, NY

Researched and identified problems through stakeholder talks and user research in the complex industry of advertising. Designed and validated workflows and interfaces through iterations. Collaborated with multiple roles to drive alignments.

### **Georgia Tech, Graduate Research Assistant**

Jan.2017 - May.2017 | Atlanta, GA

Brainstormed and crafted multi-platform (web and print) graphics and websites for various projects with an audience spreading 15 universities along the Atlantic Coast.

### **State Street, UX Design Intern**

Feb.2016 - Jul.2016 | Hangzhou, China

Redesigned main task flows of Apsara, a fund mock-trading platform and delivered comprehensive design specs.

### **Solar Technology Co. Ltd, Product Designer**

Jan.2015 - May.2015 | Hangzhou, China

As the only designer, took the responsibility from strategy to the design of Solar, a mobile APP for cohesive family networks. Followed lean startup approach: MVP and rapid iterations.

### **Student Portal of Zhejiang University, Lead Designer**

Sep.2013 - May.2015 | Hangzhou, China

Designed and launched Mobile, an all-in-one APP for students at Zhejiang University. Mentored 10+ junior designers. Led website and visual identity design for 30+ campus events.

### **Georgia Institute of Technology**

Aug.2016 - May.2018 (expected) | Atlanta, GA  
MS., Human-Computer Interaction  
GPA: 4.0/4.0

### **Zhejiang University**

Sep.2012 - Jun.2016 | Hangzhou, China  
B.Eng., Industrial Design  
B.Eng., Energy & Environment Sys Eng  
GPA: 3.7/4.0

### **Skills**

Persona  
Storyboarding  
Wireframing  
Low to High Fidelity Design & Prototyping  
User Research  
Usability Testing  
3D Modelling & Printing

### **Tools**

Sketch  
Adobe Creative Suite  
Balsamiq  
Invision  
Principle  
Framer JS  
Axure PR  
HTML , CSS , JavaScript