

Xinyu Li, UX Designer

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Georgia Tech, Communications Designer

Jan.2017 - Now | Atlanta, GA

Brainstormed and crafted multi-platform graphics and websites through storytelling and branded various projects with an audience spreading 15 universities along the Atlantic Coast.

Google, UX Design Intern

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

Researched and identified users' needs through stakeholder talks, client meetings and cafe studies; Designed and validated a novel workflow with multiple features through iterations; Collaborated with cross-functional roles to drive alignments on strategic directions and contentious design topics..

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.2016 - May.2015 | Hangzhou, China

As the only designer, took the responsibility from strategy to 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

Redesigned Mobile, an all-in-one APP for students at Zhejiang University and tripled DAU. 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

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

Tools

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