XINYU LI

Seeking an internship in Summer 2017
as a UX Designer or Product Designer

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PROFESSIONAL EXPERIENCE

UX/UI Design Intern, State Street
Feb.-Jul.2016 | Hangzhou, China
- Redesigned 3 main task flows of Apsara, a fund mock-trading platform and delivered comprehensive design specs.
- Collaborated with the PM and BA on strategic design decisions. Worked with DEV and QA to drive alignments on contentious design topics.

UX Designer, Hangzhou Solar Technology Co. Ltd.
Jan.-May.2015 | Hangzhou, China
- As the only designer in the team, took the responsibility of product strategy and product design of Solar, a mobile APP to create cohesive family networks.
- Followed lean startup approach: user interviews, MVP, and rapid iterations.

Product Designer, Student Portal of Zhejiang University
Sept.2013-May.2015 | Hangzhou, China
- Redesigned Mobile, an all-in-one APP for students at Zhejiang University, which tripled daily active users and accumulating users.
- Mentored 10+ junior designers by delivering workshops in visual design.
- Led website, visual identity, and poster design for more than 30 campus events.

PROJECT & PRODUCTS

True Sight | Nov.2016
Ideated, designed and prototyped Webapp Ture Sight in 28 hours. Adopted speech I/O technology to realize the online community where designers upload educational models and vision-impaired students could download, 3D-print them and learn.

Actro | Jun.2015
Designed, prototyped and evaluated Actro, an interactive installation to promote physical activity in 5 days. Emphasized on both human-centered design and business process. Won the 1st place out of 6 teams judged by Philips Design.

Feel and See the Globe | Sept.-Dec.2013
Designed an interactive art installation to educate people about global warming through visual and thermal interactions. Published in Proceedings of the 6th Augmented Human International Conference.

AWARDS

Best App from an All Women Team (1/16)
True Sight, AT&T Mobile App Hackathon | 2016

EDUCATION

Georgia Instistue of Technology
Aug.2016-Present | Atlanta, GA
MS., Human-Computer Interaction
GPA: 4.0/4.0

Zhejiang Univeristy
Sept.2012-Jun.2016 | Hangzhou, China
B.Eng., Industrial Design
B.Eng., Energy & Environment Systems Engineering
GPA:3.8/4.0

Singapore Univeristy of Technology and Design
Sept.2014-Dec.2014 | Singapore
Exchange Student in Engineering and Systems Design
GPA:4.0/4.0

SKILLS

Design
Storyboarding, Persona, Scenario
Wireframing, Information Architecture,
User Interface Design and Prototyping

Research
Interview, Contextual Inquiry
Focus Group, Usability Testing
Heuristic Evaluation, Task Analysis
Affinity Mapping, Competitive Analysis

Tools
Adobe Creative Suite, Sketch, Principle
Framer JS, Axure PR, Invison, Balsamiq
CNC Machining, Rapid Prototyping

Programing
HTML, CSS, JavaScript, Bootstrap, C