

XINYU LI

 www.xinyu.design
 xinyu.li@gatech.edu
 [linkedin.com/in/xinyuuu](https://www.linkedin.com/in/xinyuuu)
 404.395.5031

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 True 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 Institute of Technology

Aug.2016-Present | Atlanta, GA

MS., Human-Computer Interaction
GPA: 4.0/4.0

Zhejiang University

Sept.2012-Jun.2016 | Hangzhou, China

B.Eng., Industrial Design
B.Eng., Energy & Environment Systems Engineering
GPA:3.8/4.0

Singapore University 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, Invision, Balsamiq CNC Machining, Rapid Prototyping

Programming

HTML, CSS, JavaScript, Bootstrap, C