

# 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 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

### Programing

HTML, CSS, JavaScript, Bootstrap, C