

## **Xinyu Li, UX Designer**

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

Jan.2017 - Present | Atlanta, GA

Following user-centered design principles to brainstorm and craft multi-platform (web and print) visuals meeting requirements of various projects. Targeting at 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. Collaborated with multiple roles to drive alignments on strategic directions and contentious design topics.

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

Jan.2016 - May.2015 | Hangzhou, China

As the only designer in team, took the responsibility from product strategy to design of Solar, a mobile APP to create cohesive family networks. Followed lean startup approach: user interviews, 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 by delivering workshops in design. 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