

XINYU LI

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

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PROFESSIONAL EXPERIENCE

UX/UI Design Intern, State Street

Feb.-Jul.2016 | Hangzhou, China

- Conducted extensive feature analysis and built business cases for Wangfubao, a client-facing fund mock trading system.
- Interviewed end users, organized focus group and followed up user feedback.
- Redesigned Wangfubao and presented sketches, wireframes, information graphics and storyboards.
- Led a team and envisioned a mobile version of Wangfubao.

UX Designer, Hangzhou Solar Technology Co. Ltd.

Jan.-May.2015 | Hangzhou, China

- Conducted interviews and remote user testing among target users.
- Designed the information architecture, wireframed and prototyped Solar, a communication app to help manage and maintain family life.

Design Lead, Student Portal of Zhejiang University

Sept.2013-May.2015 | Hangzhou, China

- Led visual identity design, poster design and website design for more than 30 campus events.
- Optimized, redesigned several mobile / web apps featuring cloud storage, events scheduling, and GPA monitor, to help college students efficiently manage their campus life. Successfully increased coherency and liveness of users.
- Mentored more than ten junior designers by leading seminars and workshops in visual / interaction design.

PROJECT & PRODUCTS

True Sight | Nov.2016

An online community where designers upload educational models and vision-impaired students could download, 3D-print them and listen to the descriptions using natural language control.

Actro | Jun.2015

An interactive installation placed in public to promote people's physical activity with emphasis on both human-centered design and business process design.

Solar | Jan.-May.2015

A communication App which helps manage and maintain family life and intimate relationship.

Feel and See the Globe | Sept.-Dec.2013

An interactive installation to educate people about global warming through visual and thermal interactions, and to understand human temperature perception and effectively enhance the sense of touch and visual representation.

EDUCATION

Georgia Institute of Technology

Aug.2016-Present | Atlanta, GA

MS., Human-Computer Interaction

Zhejiang University

Sept.2012-Jun.2016 | Hangzhou, China

B.Eng., Industrial Design

B.Eng., Energy & Environment Systems Engineering

GPA:3.8/4

SKILLS

Methods

Storyboard, Persona, Scenario
Contextual Inquiry, Usability Testing,
Heuristic Evaluation, Task Analysis,
Focus Group, Affinity Mapping

Design

Photoshop, Sketch, Illustrator, InDesign,
Sketching, Wireframing, After Effects
Rhino, KeyShot, AutoCAD

Prototyping

Principle, Framer, Axure, Invision, Marvel
CNC Machining, Rapid Prototyping

Programming

HTML, CSS, JavaScript, Bootstrap, C

AWARDS

Best App from a Women Led Team (1/16)

AT&T Mobile App Hackathon | 2016

Grand Prize (1/14)

Global Challenges Summit | 2015

Scholarship for Outstanding Students and Merits (15%)

Zhejiang University | 2013