

Xinyu Li, UX Designer

www.xinyu.design
lixinyu513 at gmail.com
403-395-5031

Google, UX Design Intern

May.2017 - August.2017 | New York City, NY

Researched and identified users' needs through stakeholder talks, client meeting and cafe studies; Designed and validated workflows and interfaces for users in the complex industry of advertising following the two-diamond model.

Georgia Tech, Graduate Research Assistant

Jan.2017 - May.2017 | Atlanta, GA

Brainstormed and crafted multi-platform (web and print) graphics and websites for various projects with 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, took the responsibility from strategy to design of Solar, a mobile APP for cohesive family networks. Followed lean startup approach: 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. 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