

XING LI

CONTACT

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SKILL

Experience Design
Wireframing
Diagramming
Sketching
Persona
Storyboarding
Efficient Prototyping
Information Architecture
Interaction Design

Research
User Interview
Card Sorting
Tree Testing
Usability testing

Tools
Sketch
Illustrator
Photoshop
Principle

Development
HTML / CSS

PROFESSIONAL

Product Designer Consultant

December 2016 – Present

Praiseworthy: Individual Feedback Management platform

- Focused on the end user’s needs, problems, and context by facilitating user interviews and usability testing, writing surveys and creating personas.
- Partnered with other UX designers to translated Information architecture, navigation and process flows into beautiful and easy-to use data visualization dashboard.
- Highly involved in user interviews, distillation of foundational research into user personas and sketching.

Laugh.ly: Stand-up Comedy Radio listen Mobile APP.

- Have performed extensive interviews, participated in end-use participatory design workshops, prototyped and tested solutions with end users
- Flexibly used a variety of UX research methods flexible includinges user interviewing, usability testing, card sorting, tree testing for improving this Mobile Application’s presence.
- Redesigned Information Architecture and user flow highly improving the efficiency of the user finding the desired content

NewsBite: AI technology news platform. Responsive Web.

- Heavy sketching, wireframing and prototyping, visual branding design and collaboration with stakeholders on the little details that matter.
- Created new Interactions that highly matched the product value
- Detailed specifications for this responsive web
- Partnered with designers to work through the early stage of this product from strategy and feature definition into iterating, sketching, testing and prototyping

Product Assistant, USMall

Oct 2015 – August 2016

- Overhauled the website to optimize the user’s experience.
- Designed high-impact, user-centered around emails, and social media offerings to create strong user engagement and cement powerful brand identities.
- Worked closely with stakeholders on details and engineers on executing mockups

EDUCATION

Master of Fine Arts in Fashion Merchandising, 2012-2015

Academy of Art University, San Francisco, CA,

Bachelor of Engineering, 2008-2012

Shanghai University of Engineering Sciences, Shanghai, China