



# LI RUI

[ruipportfolio.github.io](https://ruipportfolio.github.io)

UX/UI Designer

## PERSONAL INFO

Age	26
Tel	+86 13195475634
E-mail	1046645148@qq.com
Wechat	lr1046645148

## SKILLS & TOOLS

### Design Methods

Design Workshop, Survey, User Interviews, Digital Ethnography, UX Mapping, Usability Test

### Design Tools

Figma, Sketch, Protopie, Adobe Suite, HTML5, CSS, Jira

## LANGUAGES

Chinese	Native Speaker
English	Fluent
French	Elementary

## WORK

### Shopee

UX&UI Designer

Shenzhen

Jun 2021 - Oct 2022

I was responsible for the Shopee Live product design on both mobile and web: (a) Mobile design of the cover image optimization in Shopee Live landing page, which brought an **increase of 37.5%** to the landing page's traffic conversion; (b) Web design of coins reward setting panel for the streamer, which brought an **increase of 33%** of the viewer's stay time; (c) **Led a design workshop** called "explore the user journey on Shopee Live", which helped to enrich the design optimisation pool for the design team.

### WEREA s.r.l.

UX&UI Design Intern

Milan, Italy

Jul 2020 - Dec 2020

I worked on the product design for SweetHive which is a B2B online collaboration platform. I've been responsible for the popup design on both mobile and web. I also designed a logo for Contesto Scuola, which has been released online.

### Lenovo

UX&UI Design Intern

Xiamen

Dec 2017 - Mar 2018

I designed a LBS interaction based on the homepage widgets of Motorola's smartphones. It was selected and submitted as a proposal to the design team. In addition, I also designed a mobile phone theme for Valentine's Day, which was added to the proposal list for the following year.

## EDUCATION

### Politecnico di Milano

Master Degree, Interaction Design

Milan, Italy

Sep 2018 - Apr 2021

Studied UX Design. I made an interactive entertainment bus advertising project with my teammates in the collaborative design lab with JCDecaux Italy. Our design proposal was exhibited in Shanghai West Bond Art Centre at September 2021.

### Université de Nîmes

Erasmus Exchange Program, Service Design Jan 2020 - Jun 2020

Participated in the city public hospital's project to help patients recover from lumbar spondylosis, and produced a design proposal which was appreciated by the hospital.

### Huaqiao University

Bachelor Degree, Industrial Design

Xiamen

Sep 2014 - Jul 2018

I won the "National Scholarship" twice, the "Fujian Industrial Design Competition" product design excellence award, the summer school social practice team project "Rural E-commerce", third prize.

### Tunghai University

Exchange Program, Industrial Design

Taiwan

Sep 2016 - Jan 2017

Studied Public Service Design, Design Methods, International-culture Design. My practical skills greatly improved here, and my craftsmanship was sold at the Christmas Fair in the campus.



## 工作经历

### Shopee

UX&UI 设计师

深圳

2021.06 - 2022.09

负责东南亚与巴西市场的电商直播产品 Shopee Live 移动端与Web端产品体验设计：

1. 自驱项目：优化了 Shopee Live 移动端广场页的封面图质量，上线数据反馈：直播广场页的流量转化为此提升37.5%。业务项目：支持主播在Web端开播时管理金币发放，其相关设计使观众在直播间的停留时长提升33%。

2. 在团队中主动发起并组织一场关于“体验Shopee Live 用户之旅”的设计工作坊，丰富了直播体验优化池，推进优化项目持续进行

3. 建立直播在各业务场景的标签设计规范，向外部设计师推广应用，最后使得直播封面标签在各入口中保持了统一的样式，跨团队合作也因此更高效。

### WEREA s.r.l.

意大利

UX&UI 设计实习生

2020.07 - 2020.12

1. 参与B端协同办公产品SweetHive的Mobile&Web端设计，包括：任务弹窗交互原型设计，消息中图片预览设计。

2. 独立完成Contesto Scuola的logo设计，已上线。

### 联想

厦门

UX&UI 设计实习生

2017.12 - 2018.03

UX方面：分析摩托罗拉手机LBS业务需求，构建用户画像与使用场景，产出一个基于手机widget为入口的LBS交互提案，最后纳入团队设计proposal。

UI方面：设计了一款情人节手机主题，入选为下一年的壁纸主题设计方案。

## 李睿

作品集 [ruiprofileportfolio.github.io/zh/](http://ruiprofileportfolio.github.io/zh/)

UX/UI 设计师

## 基础信息

年龄 26 (未婚)

电话 13195475634

邮箱 1046645148@qq.com

微信 lr1046645148

## 专业技能

### 设计方法

设计工作坊，问卷调查，用户访谈，数字民族志，UX mapping，可用性测试

### 设计工具

Figma, Sketch, Protopie, Adobe Suite, Jira, HTML5, CSS

## 语言水平

英语 流利

法语 基础

## 个人兴趣

写作（知乎：芷阁阁；微信公众号：芷阁阁漂流记）

设计交流分享（喜马拉雅FM：茶话demo）

西餐烹饪与甜品制作

## 教育背景

### 米兰理工大学

意大利

工科硕士 数字与交互设计

2018.09 - 2021.04

学习UX Design等相关课程，有扎实的设计方法论与体验设计基础。参加德高集团校合作Lab，产出一个交互广告设计，于2021.09在上海西岸艺术中心展览。

### 尼姆大学

法国

Erasmus交换项目 服务设计

2020.01 - 2020.06

学习社会服务设计，人种志学调研等课程。参加尼姆市公立医院帮助病人从腰椎病中恢复健康的项目，最后的产出得到了院方认可。

### 华侨大学

厦门

工科学士 工业设计

2014.09 - 2018.07

荣获两次“国家奖学金”，荣获“福建省工业设计大赛”产品设计优秀奖；获校暑期社会实践项目“农村电商”团队三等奖。

### 东海大学

台湾

海峡两岸交换项目 工业设计

2016.09 - 2017.01

荣获学习公共服务设计，设计方法，国际文化设计等课程，并获得4.0/4.0绩点。在东大一年一度的校园圣诞集市上售卖过个人手工艺产品。

## 个人评价

适应力非常强。喜欢自我驱动的工作模式，热爱生活。