



# 李睿

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## 工作经历

### Shopee / UX&UI 设计师 / 深圳 / 2021.06 - 2022.10

- 研究东南亚与南美市场的直播购物用户体验, 负责电商直播的 Mobile&Web 两端交互与视觉设计。在设计团队里, 曾主动发起并组织过一场关于“体验Shopee Live 用户之旅”的设计工作坊, 丰富了直播体验优化池。
- 负责 Shopee Live 移动端广场页的封面图质量优化设计, 包括: 问题解析与定义, 设计调研, 设计简报, 使用流程图, 绘制UX模型, 交付UI稿。最后, 线上数据反馈: 本设计为直播广场页提升了37.5%的流量转化。
- 负责过 Shopee Live Web端设计, 包括: 直播期间主播可发放奖励金币的页面设计, 为 KOL&OA 官方主播简化商品添加流程的设计。
- 在导师的指导下, 建立直播在平台各入口的标签体系化设计规范, 向外部设计师推广应用, 最后使得直播封面标签在各场景中保持了统一的样式。

### WEREA s.r.l. / UX&UI 设计实习生 / 米兰, 意大利 / 2020.07 - 2020.12

- 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, 图片预览设计。
- 独立完成了Contesto Scuola的logo设计, 已上线。

### 联想 / UX&UI 设计实习生 / 厦门 / 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, 产出了一个基于手机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。

## 教育经历

### 米兰理工大学 / 硕士学位/ 数字与交互设计 / 米兰, 意大利 / 2018.09 - 2021.04

- 学习UX Design, Inclusive Design, Virtual and Physical Prototyping等课程, 熟悉设计方法论与体验设计流程。2019年, 参加德高集团校企合作Lab, 产出一个公交车游戏广告设计方案, 于2021.09在上海西岸艺术中心展览。

### 尼姆大学 / Erasmus 硕士交换项目 / 服务设计 / 尼姆, 法国 / 2020.01 - 2020.06

- 学习社会服务设计, 人种志学设计调研, 设计伦理。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, 用同理心去体会医院, 病人, 市民等多方利益相关者的痛点, 持续做用户测试, 最后产出一个以市民互助为起点的设计提案, 得到院方认可。

### 华侨大学 / 学士学位 / 工业设计 / 厦门 / 2014.09 - 2018.06

- 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 / 海峡两岸交换项目 / 工业设计 / 台湾 / 2016.09 - 2017.01

- 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。

## 专业技能

设计方法: 用户研究, 数字民族志, UX mapping, 可用性测试

设计工具: Figma, Sketch, Prototypie, Adobe suite, HTML5, CSS

## 语言水平

英语: 流利

法语: 基础



## Work

### **Shopee/UX&UI Designer/Shenzhen/Jun 2021 - Oct 2022**

- Research on the user experience of Live shopping in South-Eastern Asia and Brazilian markets. Responsible for the Shopee Live product design on both mobile and web. In the design team, I've **organised and led a design workshop** called 'explore the user journey on Shopee Live', which helped to enrich the design optimisation pool for the team.
- **Mobile design** of the cover image optimization experience in Shopee Live landing page. I was in charge of: discovery and definition of the problem, design research, design brief, user flow, LoFi prototype and HiFi prototype. In the end, this design-driven project brought an **increase of 37.5%** to the land page's traffic conversion.
- **Web design** for the streamer's requirements in Shopee Live, including: panel design for coins reward customization, and setting process of coins reward during a live. In particular, by collaborating with the regional marketing and the PM, we simplified the process of adding products in the live stream for the KOL&OA streamer.
- **Label guideline** for unifying the access to live streaming from different contexts through a standard rule set and a UI component. It's a design project made by me and my mentor. I also introduced this new guideline to other design teams who used the labels to provide access to the live stream.

### **WEREA s.r.l./UX&UI Design Intern/Milan, Italy/Jul 2020 - Dec 2020**

- I worked on the product design for SweetHive, a B2B online collaboration platform. I've been responsible for the popup interaction design and UI handover for both mobile and web.
- Designed a logo for Contesto Scuola, which has been published online.

### **Lenovo/UX&UI Design Intern/Xiamen/Dec 2017 - Mar 2018**

- UX: analyzed LBS business requirements for Motorola's smartphones, built persona as well as user scenario. Then I designed an LBS interaction based on homepage widgets. Eventually, my design was selected and submitted as a proposal to the design team.
- UI: 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/Digital and Interaction Design/Milan, Italy/Sep 2018 - Apr 2021**

- I studied UX Design, Inclusive Design, Virtual and Physical Prototyping, Business Innovation, and obtained good scores. I made an interactive entertainment bus advertising project with my teammates in the collaborative design lab with JCDecaux Italy. Eventually, our design proposal was exhibited on Shanghai West Bond Art Centre.

### **Université de Nîmes/Erasmus Exchange Program/Service Design/Nîmes, France/Jan 2020 - Jun 2020**

- I studied society service design, ethnographic design research. Participated in the Nîmes City Public Hospital's project to help patients recover from lumbar spondylosis, and produced a design proposal centered on mutual assistance among citizens, which was appreciated by the hospital.

### **Huaqiao University/Bachelor Degree/Industrial Design/Xiamen/Sep 2014 - Jun 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 on 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.

## Skills

**Design Methods:** User Research, Digital Ethnography, UX Mapping, Usability Test

**Design Tools:** Figma, Sketch, Prototype, Adobe suite, HTML5, CSS

## Languages

**English:** Fluent

**French:** Elementary