

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

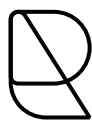
设计方法: 用户研究, 数字民族志, UX mapping, 可用性测试

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