

WEINAN LI

UI/UX DESIGNER

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I design, I code and I have been applying UX principles since 2015. After years of establishing my fitness brand by bringing well-being to hundreds of customers, I'm now building well-thought-out digital products and experience.

EXPERIENCE

User Experience Design Consultant

City of Boston, Boston, MA
Feb. 2019 - Present

- Re-design a web application and its integration into boston.gov
- Establish participant screening and recruiting process
- Lead qualitative and quantitative research on user behaviors

User Experience Design Immersive

General Assembly, Boston, MA
Nov. 2018 – Feb. 2019

- Completed a 10-week immersive design program
- Led 5 web/app design projects from end to end
- Designed and developed a website using HTML, CSS and JavaScript

Co-Owner, Digital Marketing Manager

Zhen Yoga, Chongqing, China
Nov. 2015 – Nov. 2018

- Led a strategic CRM selection and implementation process
- Designed and developed a commercial website (thezenyoga.com)
- Expanded the membership base to over 1000 customers

Project Management Engineer

T.Y. Lin International, Beijing, China
Jun. 2012 – Feb. 2014

- Managed two EPC (engineering, procurement and construction) projects
- Coordinated with designers/engineers/PMs and took charge of milestone presentations to clients externally

EDUCATION

B.S in Civil Engineering

University of Washington, Seattle, WA
Sep. 2007 – Jul. 2011

SKILLS

- User research
- Usability test
- Prototyping
- Interface design
- Interaction design
- Visual design

TOOLS

Visual

- Sketch
- Adobe XD
- Axure
- InVision Studio
- Framer X

Development

- HTML
- CSS
- JavaScript
- WordPress

Language

- English
- Mandarin

FUN FACT

Two-time Olympic volunteer in Sochi and Rio