

# SHURAN LI

Product + User Experience Designer

Portfolio: [shuranli.github.io](https://shuranli.github.io)  
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## EDUCATION

**Cornell University** *Ithaca, NY Aug, 2017 - Dec. 2018(Expected)*

MPS, Information Science GPA: 3.93

**University of Massachusetts Amherst**, *Amherst, MA Sept, 2013 - May, 2017*

BA in Communication (Cum Laude) GPA: 3.7

## EXPERIENCE

### Cornell Social Media Lab, Truman platform Student Designer

*Cornell University, Ithaca, NY Aug, 2018 - Dec, 2018*

- Truman could create a virtual social media platform where participants can interact with each other or with artificial "robots" users in a controlled environment.
- Led the user research among sociology researchers and platform administrator to figure out the design proposal.
- Carried the user interface from terminal to a desktop application so that it can be used by researchers without technical skills. Created the new user interface with Axure, Sketch App, and Photoshop.
- Designed and developed the documentation website for the platform with HTML/CSS and Javascript.

### Usquirrel, UI/UX Designer

*Worcester, MA Apr, 2016 - Sept, 2016*

- Conducted user research for insights in defining user needs and gather product requirements.
- Redesigned an official website for the company with Sketch App, Balsamiq and photoshop. Collaborated with software engineers and marketing team in the integration cycle of the website.

### Tsingtao Beer, UX intern

*Information Technology Department, Qingdao, China May, 2015 - Aug, 2015*

- Create storyboard and persona for the Kuaigo App. The app lets customers order beer online, and liquor stores deliver to their homes.
- Helped to proceed competitive analysis to identifying the competitors and relevant products.

## ACADEMIC PROJECT

### Starstruck, A Kinetic Light Display

*Cornell University, Ithaca, NY Aug, 2018 - Dec, 2018*

Built a kinetic display featuring 18 hanging lights whose position and color can be interactively animated with Houdini interface. Designed the circuit, structure and physical motion with Arduino and C++.

### Cornell Library, Ejournal Manager

*Cornell University, Ithaca, NY Aug, 2018 - Dec, 2018*

Built a tool to manage e-journals and evaluate book packages in Cornell Library. The tool help library manage the University's funds wisely. The process included requirement gathering, logical dimensional data modeling, ETL documentation and data visualization. The project is finished with SQL, WhereScape and Tableau

## SKILL

Contextual Inquiry  
Persona | Scenarios  
Storyboarding  
Wireframing  
Prototyping  
Survey | Interviewing  
Affinity Diagramming  
Usability Testing  
Sketching | Illustration  
Heuristic Evaluation  
Competitive Analysis  
Data Visualization  
3D modeling | Printing  
Literature Research

## TOOL

### Design

Sketch | Principle  
Axure | InVision  
Balsamiq  
Adobe Creative Suite  
Final Cut Pro

### Develop

Java  
Python  
Scala  
C/C++  
Processing  
Arduino  
HTML/CSS  
JavaScript

### Data

Tableau  
WhereScape  
SQL