

# WENQI LI

USER EXPERIENCE DESIGNER | INTERACTION DESIGNER

✉ wenqili@uw.edu  
📞 857.400.6982  
🌐 www.liwenqi.me

## EDUCATION

**University of Washington** | Seattle, WA | 09/2014 - Present

M.S. in Human Centered Design & Engineering

User Centered Design | Information Visualization | Web Design | Usability Study

**Peking University** | Beijing, China | 09/2010 - 07/2014

B.S. in Information Management & System

Information Architecture | Information System Design | Data Analysis

## EXPERIENCE

**Vertafore** | Seattle, WA | 06/2015 - Present

Experience Design Intern

- > Produce wireframe and high-fidelity prototype of insurance agency products.
- > Leverage Adobe Analytics in product and UX teams.

**Innovation Works** | Beijing, China | 01/2014 - 06/2014

Investment Research Assistant

- > Conducted industry research; sought potential customer mobile products.
- > Communicated with entrepreneurs about product design; generated competitive analysis.

**Tsinghua University** | Beijing, China | 07/2013 - 11/2013

Front-end Web Developer Intern

- > Designed and implemented user interfaces of School Academic Search System.

## SELECTED PROJECTS

**HTC RE Camera** | Seattle, WA | 01/2015 - 03/2015

Usability Study | Researcher and Moderator

- > Designed usability study and conducted 7 usability tests; presented work to HTC.

**Kitchen Collab** | Seattle, WA | 09/2014 - 12/2014

Mobile App Design | UX Designer and Research Lead

- > A user-centered design project helping busy people cook at home more often.
- > Conducted survey and interview; produced hi-fi prototype for iOS app.

**CrunchBase Vis** | Seattle, WA | 04/2015 - 06/2015

Data Visualization Project | Designer and Developer

- > Designed and implemented data visualization for CrunchBase data using D3.js.

## PUBLICATION

Li, W., Xu, Y., & Wang, J. (2015). Evaluating the Interaction Design of General Tasks in Children's Mobile Apps. In Poster presented at the iConference 2015.

## SKILLS

### Design

Brainstorming  
Sketching  
Storyboarding  
Wireframing  
Paper Prototyping  
Hi-fi prototyping

### Research

Survey  
Interview  
Contextual Inquiry  
Focus Group  
Adobe Analytics  
Competitive Analysis  
Affinity Diagramming  
Persona  
Usability Testing  
Heuristic Evaluation

## TOOLS

Sketch  
Axure  
OmniGraffle  
Balsamiq  
InDesign  
Illustrator  
Photoshop  
Marvel  
Framer.js  
Pixate  
Tableau

## PROGRAMMING

HTML5 / CSS 3  
Javascript / D3  
C  
Java