



VIVIAN LI

From pixels to prototypes, ideas to impacts

vivianli.design

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WORK EXPERIENCE

Future Farms

UX Engineer

Jun 2024 - Present

Improved user retention by 26% by designing new features that solved key user pain points.

Collaborated with developer on using Wix Velo API to implement website design, continuously iterating based on technical feedback.

South Fayette School District

Product Designer

Jan 2024 - Aug 2024

Improved user retention by 26% by designing new features that solved key user pain points.

Collaborated with developer on using Wix Velo API to implement website design, continuously iterating based on technical feedback.

University of Chicago

Communications Assistant

Mar 2021 - May 2023

Designed social media and email marketing campaigns to showcase new research findings and regular programmings to the general public.

Boosted engagement by 43% and increased online event attendance.

Hindman Auctions

Summer Intern

Jun 2022 - Aug 2022

Conducted user research and heuristic evaluations of competitor websites to inform strategic decisions for the marketing department.

Smart Museum of Art

Researcher

Apr 2022 - Aug 2022

Enhanced visitor experience for *Monochrome Multitudes* by contributing to art historical analysis, writing informative labels, and recording an engaging audio guide.

Code Coins

Product Design Intern

Jan 2021 - May 2021

Collaborated with developers and education consultants to design branding guidelines, product visualizations, and conveyed concepts through storyboarding for an early stage ed-tech startup.

EDUCATION

**Carnegie Mellon University,
School of Computer Science**

Master of Human-Computer
Interaction

2023 - 2024

University of Chicago

BA, Media Arts and Design with
honors, double major in Art History

2019 - 2023

SKILLS

Tools

HTML/CSS
JavaScript
Python

Adobe CC
Blender
Figma
Framer
Miro
Webflow
Wix (Velo)

Process

A/B Testing
Contextual Inquiry
Design Systems
Illustrations
Interviews
Motion Design
User Journeys
Storyboarding
Usability Testing
Visual Design
Wireframing

PROJECTS

**VR Game for Self-Compassion
Design Lead**

Led the cross-functional team from research to development.

80% of users reported positive mood change after playing the game for ten minutes.

**MODA, at the Univ. of Chicago
Fashion Designer**

Created runway looks for the annual fashion show for 3 years.