



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

**Increased user motivation and openness** to pursue and share their goals with educators, which was a key metric for the client.

**Conducted 10+ rounds of user research & prototype testing** in 2-week design sprints to arrive at the optimal solution.

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  
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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.