

# YICHANG

LI

Experienced product designer with knowledge of e-commerce and IoT design. Able to take ideas from concept to wireframe to prototype to production.

## EDUCATION

B.A. ENG  
Computer Science  
Nanyang Technological University  
2012 - 2016

UX Design Immersive  
General Assembly  
OCT 2019 - DEC 2019

## SKILLS

HCI Design	Rapid Prototyping
Personas	HTML/CSS
Storyboards	JavaScript
Journey Maps	jQuery
Wireframes	Principle
User Research	inVision
Usability Test	
UI Design	Others
Figma	Google Analytics
Sketch	Video Editing
Illustrator	Git
Photoshop	Jira

## COMMUNITY

Conducted workshops on behalf of Zalora Engineering team: Women Who Code (Singapore), Women Who Code (Kuala Lumpur), She Codes (Ho Chi Minh)

## EXPERIENCE

SEP 2020 – Present | SCREENING EAGLE | SINGAPORE

### Senior UX Designer & Researcher

- Lead the design of large scale multi-platform projects and manage the entire lifecycle from ideation to execution.
- Craft user flows, scenarios, and high-fidelity wireframes, anticipating use cases and ensuring intuitive user experiences.
- Pioneer a data-driven approach and collaborating closely with the development team to establish robust data collection infrastructure.
- Host workshops with stakeholders, aligning product goals with user needs and company objectives, ensuring impactful decision-making.
- Mentor junior designers, fostering their growth and enhancing team efficiency.

FEB 2020 – JUN 2020 | SILOT.AI | SINGAPORE

### UX Designer

- Crafted user journeys and created e-commerce solutions tailored for small business owners, enhancing their online presence and sales.
- Developed storyboards, mockups, and prototypes to effectively communicate interaction and design ideas, facilitating clear understanding among team members.
- Designed and delivered interfaces, illustrations, and visual assets for a variety of projects, ensuring consistency and visual appeal.

MAR 2018 – OCT 2019 | ZALORA | SINGAPORE

### UX Engineer

- Spearheaded the development of Zalora's new design system, creating guidelines and specifications for grid systems, colors, typography, and icons.
- Led the development of CSS and ReactJS component libraries, ensuring consistency and efficiency in the design implementation process.
- Revamped the navigation design of the e-commerce mobile site, enhancing user experience and navigation efficiency.
- Collaborated closely with UX teammates to develop user flows, hi-fi wireframes, and interactive demos, ensuring seamless integration of design elements.

OCT 2016 – FEB 2018 | WORKS APPLICATIONS | SINGAPORE

### UX Designer

- Recognized as a Star Performer for breakthrough improvements in HUE Mail security features, demonstrating a keen eye for detail and innovative problem-solving skills.
- Collaborated with stakeholders to create wireframes, storyboards, and user flows, effectively communicating product requirements and aligning design solutions with business needs.
- Designed and developed hi-fi prototypes to validate design concepts, ensuring user-centric and visually appealing solutions.

JAN 2015 – JUN 2015 | AUTODESK | SINGAPORE

### Intern UX Designer

- Designed the UI and implemented interactive prototypes for Autodesk Desktop App.