

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
Human Interface Guidelines	Git
Material Design	Java

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 & build phase of large scale multi-platform projects and manage the entire lifecycle from business insights to execution. e.g.:
 - *The workspace project- discover and dissect business & user insights across 10 products; translate insights into useful and valuable platform experiences; work closely with a multi-functional team of business stakeholders, technology etc.*
 - Craft user flows, scenarios, and high-fidelity wireframes, anticipating use cases and ensuring intuitive user experiences.
 - Lead and involved in strategic development & storytelling for several initiatives, e.g.:
 - *Working with senior management in Switzerland on a PoC validation & continual proposal for a Design System initiative; Led the storyboarding & concept for a hardware redesign storytelling initiative.*
- Initiate and advocate the data-driven approach. Collaborate closely with the technology team to establish robust data collection infrastructure.
- 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. Implemented the new component library with CSS and ReactJS.
- 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

Software Engineer

- Recognized as a Star Performer for breakthrough improvements in HUE Mail security features, demonstrating a keen eye for detail and innovative problem-solving skills.
- Led a team of 3 engineers to created RESTful APIs and GUI for HUE Mail and Contacts, that are used by 30k+ Japanese users.