

YICHANG LI

UX designer and full-stack developer with interests in interaction design, visual design, and emerging technologies. 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

Tools

Sketch
inVision
Photoshop
Axure
Figma
Principle

Design

User Research
Information Architecture
Wireframing
Sketching
Interaction Design
User Interface
Usability Testing
Design Specification

Programming

HTML
CSS
ReactJs
Elm
Java

Others

Google Analytics
Git
JIRA

COMMUNITY

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

EXPERIENCE

FEB 2020 – JUN 2020 | SILOT.AI | SINGAPORE

UX Designer

- Researched and identified problems through stakeholder talks and user research in the Indonesia MSME market for upcoming products.
- Synthesized the research findings and summarized them into personas, customer journey maps.
- Created and iterated ideas via user flows, and wireframes, and delivered hi-fi prototypes with detailed documentation for implementation.
- Designed the UI and interaction for the settlement experience of the CIMB (Indonesia) QR payment aggregator mobile app.

MAR 2018 – OCT 2019 | ZALORA | SINGAPORE

UX Engineer

- Initiated Zalora's new design system to deliver consistent user experience on all web products. My main contributions were:
 - Led the CSS and React component libraries development.
 - Contributed to the design guidelines, library documentation (Grid system, Colors, Typography, Icons)
 - Revamped the mobile website by applying the component library.
- Supported engineers in best practices for UI/UX design.
- Analyzed and proposed solutions to PMs for tradeoff decisions between cost, schedule, and customer benefit on proposed UI/UX design options.

OCT 2016 – FEB 2018 | WORKS APPLICATIONS | SINGAPORE

R&D Engineer & UX Designer

- Awarded as Star Performer for achieving breakthrough improvements in HUE Mail security features.
- Collaborated with stakeholders to define product requirements and road maps.
- Developed and designed wireframe, storyboards, user flows, and hi-fi prototypes.
- Create product requirements specifications for product management and implementation.

JAN 2015 – JUN 2015 | AUTODESK | SINGAPORE

UX Designer Intern

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