

YICHANG LI

Experienced UX designer with knowledge of web development 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

Tools

Figma
Sketch
inVision
Photoshop
Miro
Principle

Design

Design System
User Research
IoT Design
Wireframing
Sketching
Interaction Design
User Interface
Usability Testing

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

SEP 2020 – Present | SCREENING EAGLE | SINGAPORE

Senior UX Designer & Researcher

- Lead the design of large projects from opportunities to implementation.
- Increased the adoption rate of the asset management platform by 60%.
- Initiate and lead the design system project for web and iOS platforms.
- Initiate the data-driven approach and work with the development team to build the infrastructure for collecting data.
- Work closely with industrial designers to define the behavior and interaction between the hardware, software, and the user.
- Run requirements/design workshop to align the vision for the product area alongside product and engineering counterparts.
- Shape team roadmap and goals by providing input from a user's perspective.
- Mentor junior designers.

FEB 2020 – JUN 2020 | SILOT.AI | SINGAPORE

UX Designer

- Explored and validated new business ideas by conducting user research and building products for Indonesian small business owners.
- Shaped product direction by hosting stakeholder workshops to align business goals and user needs.
- Worked closely with PM and dev team to iterate ideas via diagrams, wireframes, visual mockups, and prototypes.
- Handed over the visual designs and interaction behavior via detailed documentation and CSS.

MAR 2018 – OCT 2019 | ZALORA | SINGAPORE

UX Engineer

- Initiated Zalora's new design system to deliver a consistent user experience on all web products. My main contributions were:
 - Led the CSS and ReactJS component libraries development.
 - Contributed to the design guidelines, and 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 wireframes, storyboards, user flows, and hi-fi prototypes.
- Create product requirements specifications for product management and implementation.

JAN 2015 – JUN 2015 | AUTODESK | SINGAPORE

Intern UX Designer

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