

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	Design
Figma	Design System
Sketch	User Research
inVision	IoT Design
Photoshop	Wireframing
Miro	Sketching
Principle	Interaction Design
Programming	User Interface
	Usability Testing
Others	
HTML	
CSS	Google Analytics
ReactJs	Git
Elm	JIRA
Java	

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

Deputy Lead - UX Design & Research

- Lead the design of large projects (Web-based service platform, iPad apps) from opportunity to implementation.
- Lead and contribute to the new design systems for web and iOS.
- Work closely with industrial designer to define the behavior and interaction between the hardware, software and the user.
- Run requirements/design workshop to align on the vision for the product area alongside product and engineering counterparts.
- Shape team roadmap and goals by providing input from a user's perspective.
- Develop and shape the design team process that supports the orchestration of individuals.
- Mentor junior designers.

FEB 2020 – JUN 2020 | SILOT.AI | SINGAPORE

UX Designer

- Hosted stakeholder interviews and workshops to identify the business direction and potential opportunities in the Indonesia MSME market.
- Conducted user researches to explore and validate business ideas.
- Synthesized the research findings into personas, customer journey maps to build a shared empathy of the users in the company.
- Worked closely with PM and dev team to iterate ideas via user flows, wireframes, and delivered hi-fi prototypes with detailed documentation for implementation.

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 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 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.