

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 – PRESENT | SILOT.AI | SINGAPORE

UX Designer

- Researching and identifying problems through stakeholder talks and user research in the Indonesia MSME market.
- Developing and creating wireframes, customer journey maps, user flows to effectively communicate user interactions and workflow designs.
- Leading the design of multiple marketing campaigns.

MAR 2018 – OCT 2019 | ZALORA | SINGAPORE

UX Engineer

- Co-worked with designers and product managers for 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
 - Revamped the mobile website by applying the component library.
- Supported engineers in best practices for UI/UX design.
- Analyzed and propose solutions to PMs for tradeoff decisions between cost, schedule, and customer benefit on proposed UI/UX design options.
- Refactored and modularised legacy frontend codebase with Webpack and Babel for the desktop and mobile website.

OCT 2016 – FEB 2018 | WORKS APPLICATIONS | SINGAPORE

R&D Engineer & UX Designer

- Awarded as Star Performer
- Collaborated with stakeholders to define product requirements and road map
- 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 visual and implemented the interactive prototypes for Autodesk Desktop App.