

Yanlin Li

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SUMMARY

An inspired UX Designer specializing in digital product design and service design with experience in crafting user-centric solutions for SaaS products in cross-functional teams and collaborative environments, employing tools such as Figma, Adobe XD, Sketch, and Adobe Creative Suite to deliver high-quality outcomes.

EXPERIENCE

UX Designer Intern at RebelBase

SaaS online platform, BtoB & BtoC, 05/2022 - 09/2022

- Led the competitive research of 17 direct and indirect competitors, collected data from task analysis and interviews with stakeholders, synthesized the findings, and introduced 1 potential trend in users' preferences for customization.
- Designed the user flow, evaluated and iterated 2 versions on interactive prototypes and micro-interactions for the new customization flow.
- Updated related digital assets in the design system with modern aesthetics.
- Coordinated with content and engineering teams to resolve technical constraints and ensure feasibility.
- Developed the project within an agile team. The new feature successfully transitioned to the implementation stage in October 2022.

UX Designer at MindKit

Mobile-first product, 01/2023 - 03/2023

- Initiated a mental health assistive mobile app that guides New York City residents towards appropriate mental health resources with 50 NPS score reported by surveyed potential users.
- Conducted a market analysis of available resources and carried out user experience research with 5 stakeholders to facilitate early ideation phase iterations.
- Defined a resource-search user flow for both a mobile app and a responsive with 3 iterations, employing sketching, wire-framing, prototyping, and user testing techniques. Integrated WCAG guidelines into the design process to guarantee accessibility.

Service Designer at Design for Safety (Allergic to Salad education program)

Service design, 08/2021 - 12/2021

- Developed a 10-lesson pre-STEM curriculum introducing electronics and coding to middle school students, earning high commendation from the program director.
- Created 1 set of tangible teaching tools by thorough research and crafted a 36-page instructor's guide to clarify the learning objectives, using suggestions, in-class activities, and after-class follow-up events.

Research Assistant at Georgia Institute of Technology, School of Design

Literature searches, data management in architecture, 08/2019 - 06/2020

- Conducted literature review and analyzed architectural drawings, aiding a professor in compiling an intriguing collection of 20+ architectural projects for undergraduate student exploration.

PORTFOLIO

<http://yanlinli.online>

SKILLS

- User Research
- UX Design / UI Design
- Storytelling
- Information Architecture
- User Flow
- Wireframing, Prototyping
- User Testing, Heuristic Evaluation
- Usability Testing
- Responsive Web / Mobile App
- Design System
- HTML / CSS

EDUCATION

M.S in Integrated Design & Media

New York University

- 08/2021 - 05/2023
- Interaction design, human-centered design, instructional design, user research methods, user experience design

M.Architecture (uncompleted)

Georgia Institute of Technology

- 08/2019 - 06/2020
- AutoCAD, SketchUp, Rhinoceros
- Worked as RA for 1 year

B.A in Art and Art History

College of William and Mary

- 08/2015 - 05/2019

Google UX Design Certificate

- Received in 02/2023