

EXPERIENCE

Versatile UX Designer with over 3 years of experience in user experience design, adept at creating user-centric solutions across various SaaS platforms. Proficient in contributing to design projects from conception to launch, utilizing a comprehensive toolkit (Figma, Adobe XD, Sketch, Adobe Creative Suite) within cross-functional team environments.

EXPERIENCE

UX Designer at Prifina Inc.

Privacy-Centric Personal Data Management Platform 09/2023 - Current

- Led the design of a desktop expense management app, addressing data safety concerns and crafting innovative design solutions that enhanced user trust and privacy.
- Defined and validated user concerns through design sprints, conducted competitive analysis, and utilized quantitative research and A/B testing to drive design decisions.
- Developed an efficient design system ensuring consistency, creating reusable assets for data visualization.
- Prototyped a responsive landing page and 5 key user flows; delivered Figma high-fidelity prototypes, specifications, and documentation to accelerate MVP development to launch within 3.5 months, receiving commendation from the director for exceptional performance.

UX Designer at MindKit

Mobile-first mental health product 01/2023 - 04/2023

- Utilized a user-centered design approach to develop a digital product, improving accessibility to mental health resources for local communities, culminating in a notable Net Promoter Score (NPS) of 50 from potential users.
- Conducted market analysis, stakeholder interviews, and surveys to identify user needs and opportunities.
- Focused on WCAG guidelines throughout the design process to guarantee accessibility.
- Created resource-search flows targeting a diverse group of users for both a mobile app and a responsive website, with iterations employing sketching, wireframing, prototyping with Figma, and user testing.

UX Designer Intern at RebelBase

SaaS online entrepreneurship course platform, BtoB 05/2022 - 09/2022

- Developed the design of a new customization feature for RebelBase's online course platform, leveraging user feedback to enhance platform engagement; increased customer satisfaction by 32%.
- Performed competitive analysis, heuristic evaluation, persona creation, and user stories to define business opportunities, user pain points, and needs.
- Developed wireframes, mockups, interactive prototypes, and micro-interactions with Adobe XD, iterating with user testing; updated digital assets in the design system with modern aesthetics.
- Coordinated with product manager, content team, and engineering team to resolve technical constraints and ensure feasibility.

EXPERIENCE

<http://yanlinli.online>

SKILLS

Design

UI/UX Design, Interaction Design, Graphic Design, Visual Design, User Interface, Web Design, Storytelling, Information Architecture, Responsive Design, Design Systems, Wireframing, Physical and Digital Prototyping, Low-High Fidelity Mockups.

Research

Quantitative research, Qualitative research, User Research, User Testing, Competitive Analysis, Journey Mapping, Affinity Mapping, Usability Testing.

Tools

Proficient in Figma, Adobe XD, Sketch, Adobe Creative Suite, AutoCAD, Rhinoceros, HTML/CSS (working knowledge).

EDUCATION

M.S in Integrated Design & Media

New York University

08/2021 - 05/2023

M.Arch in Architecture

Georgia Institute of Technology

08/2019 - 05/2020 (uncompleted)

B.A in Art and Art History

College of William and Mary

08/2015 - 05/2019

Google UX Design Certificate

Received in 02/2023