ZIYI LI

UX Designer

CONTACT

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San Francisco, CA

www.ziyili-space.com

EDUCATION

University of Michigan, Ann Arbor
Aug. 2023 - Apr. 2025
M.S. in Information - UX & HCI
GPA: 4.0 / 4.0

University of Washington, Seattle
Sept. 2019 - June 2023
B.S. in Statistics - Data Science
Minor in Informatics
GPA: 3.7 / 4.0
Awards: Dean's List (2019 - 2023)

SKILLS

Tools
Adobe Photoshop, Adobe Illustrator, Adobe InDesign, Adobe XD, Figma, Miro

Research and Design
A/B Testing, Affinity Mapping, Agile, Brand Design, Competitor Analysis, Design Systems, Empathy Mapping, Field Studies, Information Architecture, Interaction Design, Journey Map, Project Management, Qualitative Research, Statistical Modeling, Storytelling, Strategic Product Design, Product Implementation, Prototypes, Responsive Design, Survey, Usability Testing, User Flows, User Interface Mockups, User Interview, User Research, UI Design, Visual Design, Wireframe

Programming and Data Analysis
HTML, CSS, JavaScript, Java, Python, R, SQL, Tableau, BigML

WORK EXPERIENCE

UX Designer (Capstone Project) — *Jan. 2025 - Apr. 2025*
Scout Motors - Volkswagen Group Company — Ann Arbor, MI
Vehicle Touchscreen

- Designed the central display interface from the ground up for Scout Motors' Travel SUV and Terra Truck, leveraging insights from **10 user interviews** and **market analysis of 7 competitor vehicles** to address pain points in off-road EV interfaces, enhance hands-on driving, and preserve Scout Motors' legacy of rugged utility and innovation
- Defined physical button priorities, sizing, and placement to balance visual simplicity with high-priority driver controls, **reducing cognitive load in high-motion environments** and ensuring quick access to critical functions without distraction

UX Design Intern — *June 2024 - Aug. 2024*
EverCharge Inc. - SK Group Company — Palo Alto, CA
Desktop App

- Redesigned the information architecture and user interface of EverCharge's Charge Management System desktop app, **improving usability for hundreds of EV Charging station operators** to manage and monitor their charging operations and data efficiently
- Led the development of a **design system** from the ground up, defining user interface guidelines to improve **scalability and accessibility** across the application
- Aligned the redesign with user and business needs by collaborating with engineering and marketing, leveraging competitive analysis to identify key improvements.

PM & UX Design Intern — *July 2023 - Apr. 2024*
Aeyesafe Inc. — Seattle, WA
Desktop App

- Designed a sensor-based AI monitoring desktop app to enhance senior health and safety by providing caregivers with moment-to-moment data and AI-powered behavioral analysis
- Refined an 8-step user registration process through **6 iterations** and the information architecture of a 20-alert system, **increasing the task completion rates by 20%**
- Collaborated with a **cross-functional start-up team**—including developers, data scientists, and market strategists—to define metrics, prioritize design needs, and ensure the timely delivery of **20+** design features through **effective project management**

UX Consultant — *Jan. 2024 - Apr. 2024*
Michigan Medicine — Ann Arbor, MI
Organization Website

- Identified and analyzed the strategies, strengths, and weaknesses of **6 competitors** of Michigan Medicine's Center for Global Health Equity (CGHE)
- Conducted a heuristic evaluation of the CGHE website to identify areas for improvement, and developed an actionable plan with detailed recommendations on website's **sitemap, content strategy, and accessibility**, which has been **adopted by the client**

UX Designer — *June 2022 - Sept. 2023*
Commencement Behavioral Health Coalition (CBH) — Seattle, WA
Organization Website

- Led the user interface design for the CBH website and collaborated with developers and organizational leads to **align design decisions with long-term business goals**
- Launched the design system to enhance accessibility and responsiveness

UX Designer — *Sept. 2021 - June 2023*
Psychosis iREACH @UW Data Analysis & Intelligent Systems (DAIS) Group — Seattle, WA
AI Chatbot

- Led the user interface design of an AI chatbot assisted by machine learning techniques to deliver CBTp-informed intervention for caregivers of individuals with psychosis
- Developed usability test protocols and conducted **3 rounds of usability tests** with **20+ participants** for the chatbot interface, and collected and analyzed interview data
- Enhanced the chatbot user interface design and flows by synthesizing insights from **50+ user interview sessions** and analyzing the data using affinity mapping and R, resulting in an **increase in the System Usability Scale score from 69 to 93** in the final test