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)

SKILL

Tools
Figma, Miro, Photoshop, Illustrator, InDesign

Research and Design
A/B Testing, Affinity Mapping, Competitor Analysis, Empathy Mapping, Information Architecture, Journey Map, Survey, Usability Testing, User Interview, Wireframe

Programming and Data Analysis
HTML, Python, Java, R, SQL, Tableau

INTERNSHIP EXPERIENCE

EverCharge Inc.   *July 2024 - Aug. 2024*
UX Designer Intern   Palo Alto, CA

- Redesigned the information architecture and user interface of EverCharge's Charge Management System desktop app, enabling site operators to efficiently set up, manage, and monitor their charging operations and data
- Developed wireframes for EverCharge's website to enhance user experience and align it with business objectives, resulting in a more targeted and effective online presence
- Performed in-depth competitive analysis and usability testing on the website and desktop applications to identify areas for improvement

Aeyesafe Inc.   *July 2023 - Apr. 2024*
UX Designer Intern   Seattle, WA

- Designed a sensor-based senior monitoring system to enhance senior safety, while providing caregivers with moment-to-moment records and AI-based behavioral analysis
- Initiated the design of an 8-step user registration process throughout 3 iterations and information architecture of a 20-system-alerts setting and redesigned the user interface
- Collaborated closely with cross-functional start-up teams to establish goal-driven metrics to prioritize needs and ensure the accuracy and efficiency of design implementation

RESEARCH PROJECTS

Psychosis iREACH   *Sept. 2021 - June 2023*
Research Assistant - UX Designer   Seattle, WA

- Designed the user interface of a chatbot assisted by machine learning techniques to deliver CBTp-informed intervention for families caring for individuals with psychosis
- Developed usability test protocols and conducted 3 rounds of usability tests with 20+ participants for the chatbot user interface
- Collected, cleaned, and analyzed the data received from user interview and produced data analysis reports for each round of usability testing
- The System Usability Scale Test score increased from 69 to 93 in the final usability test.
- Report the research results in the paper '*Co-Production of a Cognitive Behavioral Therapy Digital Platform for Families of Individuals Impacted by Psychosis*,' published in the *Journal of Technology in Behavioral Science*.

CBH YOUTH   *June 2022 - Sept. 2023*
Research Assistant - UX Designer   Seattle, WA

- Designed the user interface for the Commencement Behavioral Health Coalition website and conducted 2 rounds of usability tests
- Established and published the design system style guide with research lead to enhance the accessibility and consistency of the design