

## Xinyu Li, UX Designer

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### Google, UX Design Intern

May.2017 - August.2017 | New York City, NY  
Researched and identified problems through stakeholder talks and user research in the complex industry of advertising. Designed and validated workflows and interfaces through iterations. Collaborated with multiple roles to drive alignments.

### Georgia Tech, Communications Designer

Jan.2017 - Present | Atlanta, GA  
Brainstormed and crafted multi-platform (web and print) graphics and websites for various projects with an audience from 15 universities in Atlantic Coast Conference.

### State Street, UX Design Intern

Feb.2016 - Jul.2016 | Hangzhou, China  
Redesigned main task flows of Apsara, a fund mock-trading platform and delivered comprehensive design specs.

### Solar Technology Co. Ltd, Product Designer

Jan.2015 - May.2015 | Hangzhou, China  
As the only designer, took the responsibility from strategy to the design of Solar, a mobile APP for cohesive family networks. Followed lean startup approach: MVP and rapid iterations.

### Student Portal of Zhejiang University, Lead Designer

Sep.2013 - May.2015 | Hangzhou, China  
Designed and launched Mobile, an all-in-one APP for students at Zhejiang University. Mentored 10+ junior designers. Led website and visual identity design for 30+ campus events.

### Georgia Institute of Technology

Aug.2016 - May.2018 (expected) | Atlanta, GA  
MS., Human-Computer Interaction  
GPA: 4.0/4.0

### Zhejiang University

Sep.2012 - Jun.2016 | Hangzhou, China  
B.Eng., Industrial Design  
B.Eng., Energy & Environment Sys Eng  
GPA: 3.7/4.0

### Skills

Low to High Fidelity Design & Prototyping  
Persona  
Storyboarding  
Wireframing  
User Research  
Usability Testing  
3D Modelling & Printing

### Tools

Sketch  
Adobe Creative Suite  
Principle  
Framer  
Affinity Designer  
Balsamiq  
Invision  
HTML , CSS , JavaScript