YUZi Li

UX Designer + Brand Visionary

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SUMMARY

Passionate about making great impact, I've seamlessly transited from freelance endeavors to full-time role, gaining invaluable experience in a hybrid B2B startup and marketing agency environment. Grounded in a solid art background, I'm detail-orientated, bringing a unique blend of visual acumen and brand storytelling. My journey has allowed me to develop expertise in delivering both mobile and desktop design for end-to-end user experiences. Coordinated among managers, stakeholders, developers and other specialists on a daily basis, I've honed my communication skills through cross-team collaboration, fostering relationships that drive successful outcomes.

EXPERIENCE

UX Designer / Realdrseattle

Full-time / Sep 2022 - March 2024

- Led design for launching a customer messaging software, enhanced the UI Experience to go head-to-head with its direct competitor.
- Increased website conversion rate for 5+ clients by 7+ projects.
  1. Sold the stakeholder the design solution for their best interest with rounds of concept development and pitching.
  2. Assured that the development is ready to ship to the clients through daily coordination with developers and quality assurance.
  3. Delivered impact-driven work collaborating with specialists in engineering, SEO, PPC and content creation.
  4. Embraced the startup spirit and applied design skills in other digital marketing materials, including monthly report decks, email blast and social media advertising.

Web Designer / Code for PDX

Freelance / Sep 2021 - Dec 2021

- Redesigned the non-profit organization website with engineers.
- Optimized the information architecture and UX writing with usability testing.
- Increased volunteering and donation conversion rate.

Product Designer / Aunt Fannie's

Freelance / Jul 2021 - Sep 2021

- Redesigned information architecture for e-commerce of household cleaning products.
- Refined target audiences through stakeholder interview.
- Increased products' findability for more completed purchases.

UX Researcher / Joinn

Freelance / Aug 2020 - Sep 2020

- Identified the targeted market of online social communities.
- Defined user preferences through data from detailed surveys.
- Conducted early ideation and wireframing.

EDUCATION

M. A. in Interaction & UI/UX Design

Academy Of Art University

Feb 2020 - May 2022

B. A. in Painting & Drawing

University Of Washington

Sep 2014 - Dec 2018

COMPETENCIES

SKILLS	TOOLBOX
Design	
System Mapping	Figma
Info. Architecture	Adobe Suite
Brand Style Guide	Webflow
Moodbaord	InVision
Storyboarding	Anima
User Journey	Mailchimp
User Task Flow	
Wireframing	
Prototyping	
Research	
Interviews/Surveys	Google Form
Competitive Analysis	Typeform
Usability Testing	Descript
Heuristic Evaluation	Trello
Card Sorting	Miro
Tree Testing	
Coding	
HTML /CSS	Github