

Youyang Li (Jessica)

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Education Background

Parsons School of Design Strategic Design and Management | MS New York 09/2022 - 05/2024
· GPA **3.95** · **Related courses:** Sustainable Business Models, Strategic Design, Visual Literacy, Project Facilitation Studio, Collaborative Practices, and Capstone Project with Amazon.

Parsons School of Design Fashion Design | BFA New York 09/2017 - 05/2022
· GPA **3.84 / Honorary Graduate** · **Related courses:** Retail, Economics, Visual Communication, Typography.

Intern Experience

Kraft Heinz Consumer & Market Insight (CMI) Intern Shanghai 04/2023 - 08/2023

- **Desk research:** conducted research on competitive products, including product structure organization, **6P** analysis, marketing model and popular SKU analysis; studied Thai soy sauce market and explore the import opportunities for Master soy sauce; made the national flavor map white paper, and provided insights and decision-making support for new product development and product optimization.
- **New product insights:** conducted analysis on the market size and commercial prospects of the seasoning soy sauce, selected potential product concepts for optimization, predicted sales based on user analysis, and provided insights and data support for the marketing department's business development.
- **Marketing innovation:** independently expanded the innovative marketing ideas of Guanghe Fermented Bean Curd, brainstormed more innovative eating forms and application scenarios to provide innovative inspiration for the time-honored brand of Guanghe to explore more potential consumers.
- **Data analysis:** supported the industry dynamic tracking of Master soy sauce under Kraft Heinz, including online and offline sales trends of soy sauce categories, explored the reasons for share changes in multiple dimensions, provided insights for the business analysis of marketing and sales departments, and captured brand growth opportunities.

VX Media UI/UX Design & Talent Strategist New York 07/2022 - 09/2022

- **Business contacts:** studied and analyzed the mechanism of social media platforms and fashion brands (aesthetics, product selling points, target customer groups, etc.), and customized the optimal cooperation strategy for **10+ KOLs**; contacted the brand to clarify the cooperation price, advertising strategy and contract details, and successfully promoted KOLs to cooperate with well-known clothing, beauty, perfume and skin care brands such as Mugler, Timberland, Dr. Martens, Bershka, and Caudalie.
- **Aesthetic quality:** established official design aesthetics and format specifications from scratch, designed and produced official website, induction training manual, Media Kit, etc., improved the company's work flow and business specifications, and iterated them in time; improved the initial work efficiency of new employees by nearly **2-3** times while establishing a more professional and creative corporate image.

Dannut UI/UX Content Intern Shanghai 08/2021 - 10/2021

- **UX Content Writing:** followed social issues and fashion hotspots in a timely manner, thought about the topic selection scheme of **10+** high-quality articles on WeChat and Little Red Book official account every week to enrich the material library; published **5+** long tweets related to fashion and art aesthetics on WeChat official account and **10+** short articles on Little Red Book to improve brand reading volume and exposure.
- **UI design:** leaded the design department in webpage beautification, poster design, and creative design of promotional materials during the new product launching period on e-commerce platform.

Project Experience

Amazon UI/UX Design Capstone Project Team Leader New York 01/2023 - 05/2023

- **Team cooperation:** set and oversaw the work nodes and organized **3** different forms of brainstorming during the inspiration plateau to promote teamwork and gain recognition.
- **UX research:** promoted market research, competitor analysis, **24** consumer interviews, and questionnaires to gain multidimensional insights into Amazon's development opportunities in the accessibility direction.
- **UX design:** conducted research and summarized user journeys and consumer profiles, and found that consumers have many needs when purchasing medical device products online: consumers lack reference and perception of wheelchair size; proposed to optimize the C-end user experience of Amazon Medical Device EC platform and design specific solutions.

Skills

- **Tools:** Figma, Adobe Suite (Ps, Ai, Xd, Lr, Id, Pr), Proficient in Microsoft (PPT, Excel, Word, teams), Website Building (Webflow, Wix), 3D Modeling (Clo3D, C4D), Mural, Miro, Slack, Asana.
- **Skills:** Advanced typography knowledge, User Interview, Questionnaire Design, Persona, User journey
- **Language:** English (fluent), French (A2/beginner), Mandarin Chinese (native speaker).
- **Hobbies:** enjoy crafting; Tech Savvy, keen on learning all kinds of new software, skills and technologies.