Yilin Li

PRODUCT & UI/UX DESIGNER

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WORK EXPERIENCE

UI/UX Design Lead | Horizon World Salon Incorporated

06 / 2024 - present

- Led a team of **4** UX designers to design a website and mobile app from ideation to high-fidelity prototypes
- Conducted UX research and interviewed over **50** potential users to identify and address key pain points
- Delivered **weekly presentations** to stakeholders, communicating progress and solutions to ensure project alignment.
- Collaborated closely with the development team to perform usability testing and iterated on designs across **3 versions** to enhance user experience and achieving a **35% increase** of users

UX Designer | Opus Clip

11 / 2023 - 03 / 2024

- Collaborated closely with stakeholders and cross-functional teams to adeptly translate clients' needs and business requirements into compelling design solutions
- Utilized wireframes, mockups, prototypes, and design specifications, resulting in an impressive **20%** increase in user satisfaction scores across a user base of **4 million**
- Pioneered the design of a user-friendly dashboard for AI coaching, leading to a **40%** enhancement by conducting initial internal MVP testing

UX Designer | Teamup

05 / 2024 - present

- Delivered the complete UI design for a flagship project **set to launch in late 2024**, ensuring a seamless and engaging user experience
- Designed and implemented comprehensive design systems, boosting UI consistency by **50%** and cutting design time by **30%,** ensuring UI consistency and efficiency across 4 projects
- Acted as a UX advisor, providing expert guidance on usability testing for over **5** projects

PROJECT EXPERIENCE

UX Researcher | Collaboratory

01 / 2024 - 05 / 2024

- Conducted comprehensive **needs assessment and usability evaluation** for Collaboratory, a platform aiding higher education in managing community engagement data
- Boosted platform engagement by **25%** through the development of over **20 actionable insights**, which guided improvements in the platform's information architecture, content strategy, and visual design

EDUCATION

University of Michigan

M.S in Information in HCI/UX design
2023 - 2025

University of Michigan

Bachelor of Science in Economics
2021 - 2023

SKILLS

Technical Proficiencies:

Figma, Adobe XD, Sketch, Adobe, Photoshop, Adobe Illustrator, HTML, CSS, Python, SQL, R

Design:

Interaction Design, User Centered design, Visual Design, Workflow User Interface Design, Design Systems, Responsive Mobile & Web Design, Information Architecture, User Journey Map, Storyboard, Rapid Ideation, Persona & Scenarios, Wireframe & Prototyping.

Research:

User Research, Surveys, Competitive Analysis, Accessibility, Data Analysis, Affinity Mapping, Usability & A/B Testing, Heuristic Evaluation