

Xinyu Li

Pittsburgh, PA

Xinyuli0316@gmail.com

<https://feliciali.cargo.site/>

EDUCATION

Carnegie Mellon University

Master of Entertainment Technology

Pittsburgh, PA
Aug 2022 - Present

Kingston University

Graduate Diploma in Creative Practice

London, UK
May 2022

Fashion Institute of Technology; State University of New York

Bachelor of Science in International Trade and Marketing for Fashion Industries

New York, NY
May 2020

RELATED SKILLS

UX/UI: Sketch | Figma | Miro

2D graphic: Photoshop | Illustrator

3D modeling: Blender | Maya

Languages: Fluent in English and Mandarin, working knowledge of English and Mandarin

Certifications: UX Design Certificate (2020) | UI Design Certificate (2020)

PROJECTS

Ticketmaster Redesign

UX | UI | Logo design

- Improved sitemap of the app
- Developed Personas and usage scenarios
- Created wireframes and sitemaps
- Collaborated with teammates to conduct market research and interview

Festival Bingo

UX | UI

- Created a flowchart to display the complete path a user takes when using the website by using Miro
- Created the prototype for the Festival Bingo Website by using Figma
- Designed the basic user interface including buttons and cards.

DAYU

2D & 3D Artist | Texturing

- Designed 2D graphics and 3D organic models
- Created textures of 3D models

EXPERIENCE

Corridor

Marketing Intern

New York, NY
January 2020 – May 2020

- Designed Web UX & UI among team of 4
- Edited and organized photos for online store
- Managed social media account