

LINYAO LI

UX DESIGNER

linyao.li

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Seeking an internship as an UX/UI designer for summer 2019

EDUCATION

Carnegie Mellon University, Entertainment Technology Center (ETC) | Pittsburgh, PA, May 2020

Master of Entertainment Technology (MET)

Core courses: Building Visual Worlds, Visual Storytelling

Fudan University | Shanghai, China, Sep. 2014 - Jun. 2018

B.A. Advertising, Second Major: English Translation

Core courses: Graphic Design, Market Research, Applied Statistics, Consumer Behavior and Psychology, Advertising Film Producing, Photography, Computer Plotting and Multimedia(Advanced), High-Level Computerized Automation of Offices, C Programming

UX DESIGN EXPERIENCE

UI/UX Designer, Artist | ETC Building Virtual Worlds | Pittsburgh, PA, Aug.- Dec. 2018

- Designer and artist for fast-pace iterative class. Created five interactive experiences for platforms including Meta 2, Kinect 2, HTC Vive, Oculus Rift and Phidgets.
- Created Unity prototypes; designed interactive flows; conducted playtests and interviews; analyzed feedback.
- Created 3D/2D characters, scenes, UI using Maya, Photoshop, Substance Painter and Unity.

UI/UX Designer Intern | Touch Space Studio | Shanghai, China, Mar. - Jul. 2018

- Collaborated with UX team and engineering team; wrote Product Requirement Documents; researched, ideated, prototyped in Unity; conducted user tests through several iterations; launched four education games in three months.
- Conducted UX/UI design for "Magic School" (Web) and "Sight Words Star" (Mobile App) products.
- Designed logo and user interfaces of website for Tourism Bureau of Shanghai using Photoshop and Illustration.

Core Founder, UX Designer | DoQ Start-up | Shanghai, China, Jan. - Nov. 2017

- Successfully made business plan and received 100,000 ¥ venture capital fund from Fudan University.
- Conducted market research, user research and data analysis for product and iterations.

UXUI Designer | Academic Project , App Design: "Meet Words" E-dictionary | Sep. - Jan. 2015

- Researched, ideated, designed and completed the final prototype and hi-fi interactive interfaces after several iterations.

BUSINESS ANALYSIS EXPERIENCE

Marketing Analysis and Strategy Co-op | McCaNN World Group, Shanghai, China, Aug. - Dec. 2016

- Collaborated with strategy team and account team, made joint marketing campaign for the Uni-president Co. and Man Utd, 2016.; conducted marketing and consumer analysis; made competitive analysis; conducted online and offline content marketing strategy.

SKILLS

Prototyping
Sketching Illustration
Wireframing
User Research
Usability Testing
User Flow

Visual Design
Scene Design
Character Design
3D Pipeline
Photography
Film-making
Chinese Calligraphy

Foley
Composing

Production
Agile/Scrum

SOFTWARE

Maya
Adobe Creative Suite
(Ai, Au, Ae, Ps, Pr)
Sketch
Unity 3D
Substance Painter
Perforce
C/ C#
Logic Pro X

Language

English
Chinese