



ZIYI LI

UX Designer

CONTACT

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San Francisco, CA

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EDUCATION

University of Michigan, Ann Arbor

Aug. 2023 - Apr. 2025

M.S. in Information - UX & HCI

GPA: 4.0 / 4.0

University of Washington, Seattle

Sept. 2019 - June 2023

B.S. in Statistics - Data Science

Minor in Informatics

GPA: 3.7 / 4.0

Awards: Dean's List (2019 - 2023)

SKILLS

Tools

Adobe Photoshop, Adobe Illustrator,
Adobe InDesign, Figma, Miro

Research and Design

A/B Testing, Affinity Mapping, Agile,
Brand Design, Competitor Analysis,
Design Systems, Empathy Mapping,
Field Studies, Information
Architecture, Interaction Design,
Journey Map, Project Management,
Qualitative Research, Statistical
Modeling, Storytelling, Strategic
Product Design, Survey, Usability
Testing, User Flows, User Interface
Mockups, User Interview, UI/UX
Design, Visual Design, Wireframe

Programming and Data Analysis

HTML, CSS, Python, R, SQL, Tableau

WORK EXPERIENCE

UX Design Intern

EverCharge Inc.

B2B Desktop App

July 2024 - Aug. 2024

Palo Alto, CA

- Redesigned the information architecture and user interface of EverCharge's Charge Management System desktop app, **improving usability for hundreds of EV Charging station operators** to manage and monitor their charging operations and data efficiently
- Performed in-depth competitive analysis of **8 competitors'** websites and EverCharge's desktop app to identify areas for improvement and developed prototypes

#UXImprovement

#OperationEfficiency

#BrandReputation

PM & UX Design Intern

Aeyesafe Inc.

B2B Desktop App

July 2023 - Apr. 2024

Seattle, WA

- Designed a sensor-based AI monitoring desktop app to enhance senior health and safety by providing caregivers with moment-to-moment data on seniors' conditions and AI-powered behavioral analysis
- Refined an 8-step user registration process through **3 iterations** and the information architecture of a 20-alert system, **increasing the task completion rates by 20%**
- Collaborated closely with cross-functional **start-up** team to establish goal-driven metrics, prioritize design needs, and successfully implemented **12 design features**

#ProcessOptimization

#StrategicPlanning

#DesignImplementation

UX Consultant

Michigan Medicine

Organization Website

Jan. 2024 - Apr. 2024

Ann Arbor, MI

- Identified and analyzed the strategies, strengths, and weaknesses of **6 competitors** of Michigan Medicine's Center for Global Health Equity (CGHE)
- Conducted a comprehensive heuristic evaluation of the CGHE website's UI to identify areas for improvement, and developed an actionable plan with detailed recommendations on **UI design, navigation, and accessibility**, which has been **adopted by the client**

#DesignEvaluation

#CompetitiveAnalysis

#UserTesting

#WCAG 2.1

UX Designer

Commencement Behavioral Health Coalition (CBH)

Organization Website

June 2022 - Sept. 2023

Seattle, WA

- Designed the user interface for the CBH website and collaborated with developers and organizational leads to align design decisions with long-term business goals
- Initiated and established the **design system style guide** to enhance the **accessibility** and consistency of the website design

#DesignSystem

#Accessibility

#GoalAlignment

#RoadmapManagement

UX Designer

Psychosis iREACH @UW Data Analysis & Intelligent Systems (DAIS) Group

AI Chatbot

Sept. 2021 - June 2023

Seattle, WA

- Designed the user interface of a chatbot assisted by machine learning techniques to deliver CBTp-informed intervention for caregivers of individuals with psychosis
- Developed usability test protocols and conducted **3 rounds of usability tests** with **20+ participants** for the chatbot interface, and collected and analyzed interview data
- Enhanced the chatbot user interface design and flows by synthesizing insights from **50+ user interview sessions** and analyzing the data using affinity mapping and R, resulting in an **increase in the System Usability Scale score from 69 to 93** in the final test

#UXResearch

#DataAnalysis

#ClientSatisfaction

#ProductImprovement