

# Yuanyuan Li UX/UI Designer

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## WORK EXPERIENCE

### Tencent Americas | UX/UI Designer

Sep 2023 - Nov 2023

Top-tier tech firm in Asia | Tencent Pixel Lab, Reality Booth AI, Contractor

New York, USA

- **Designed branding** for an AI image generation platform, including logo, color palette, and usage guidelines to increase brand recognition
- **Developed website design** that aims to showcase product features, news, and mission, as well as the standard partnership procedures

### LEGO Group | Commercial and Design Strategist

Jun 2023 - Sep 2023

Leading toy manufacturer globally | Our Lego Agency, Summer intern

Shanghai, China

- **Managed and Led "LEGO & Tmall Play Festival"**, a Collab Project with the largest Chinese e-commerce platform under Alibaba
  - **Planned the "Customized Blessing Video" project** to boost LEGO official store sales against the third-party platform's low-price strategy
  - **Facilitated collaboration between suppliers and departments**, achieving excellent results in brand promotion and marketing. (Pre-event daily sales: 100-120 units, GMV: US\$15k-20k; Post-event daily sales: 210-300 units, GMV: US\$30k-40k)
- **Developed Local Commercialization Strategy Report** by conducting market research, identifying trends, etc. and using the framework like "People, Product, Place" to support LEGO's localization efforts
- **Composed weekly newsletter** by recording, analyzing the latest operating cases and trends in mainland China to the whole LEGO global

### NXG LABS | Product Designer

Jun 2022 - Jun 2023

Web 3.0 Start up | Full-time

New York, USA

- **Led the End-to-End Experience Design** from scratch for a Blockchain-based virtual social app (NUWA app, 100K+ downloads)
  - **Conducted in-depth market research** through user research (interviews, data analysis, etc.), competitor study, trend analysis, etc. to understand user needs and find out opportunities
  - **Developed the front-end UI/UX design** of all modules (10+) supporting NUWA app and webpages, including homepage, community, wallet, AR matching system elevating user experience through captivating visuals and satisfying user journeys

### Tencent | UX/UI Designer

Jan 2022 - May 2022

Top-tier tech firm in Asia | Cloud and Smart Industrial Group, Tencent Cloud, Tencent Meeting, Full-time

Shenzhen, China

- **Responsible for the design of a pioneer feature "Take a Break"** for Tencent Meeting (China's largest online meeting software with 300m+ registered users) to improve meeting management in-between sessions in an app monetization project directly supervised by Tencent CEO Pony Ma and generated one million DAU within a month of its launch
- **Designed app features** including Closed Captions, Real-Time Transcript, Shared Screen, etc. by outlining feature layout, interaction processes, and tutorials leveraging extensive competitive review, user research, and proactive communications with product managers and developers
- **Developed Design principles and internal open-source components** to support a more efficient development process

### Tencent | UX/UI Designer

Jul 2020 - Jan 2022

Top-tier tech firm in Asia | Cloud and Smart Industrial Group, Edtech, ABC Mouse, Intern/Full-time

Shenzhen, China

- **Led the high-level product design** of the logical thinking section of a Tencent K12 online education app and significantly enhanced the membership conversion rate and course completion rate by optimizing learning and interaction experience
- **Engaged in the design of 40+ game-based teaching courses** according to consumer behaviors and course goals for children aged between 3-8 and drastically increased the course completion rates from 72% to 98%
- **Developed a standard operating procedure (SOP)** for outsourcing work communication and document management processes
- **Produced multiple reports on K12 education design** for internal sharing, one of which was selected by an internal newsletter as the best article of the month (Oct. 2021)
- **Conducted in-depth user research and routine usability testing** via interviewing 20+ children in various age ranges and their parents to study user experience when using the app and develop future development strategies

## PROJECT & TEAMWORK EXPERIENCE

### Amazon X Parsons School of Design

Jan 2023 - May 2023

Amazon Well-Being app design (UI/UX): A customized healthcare system for international students in the US

New York, USA

- **Conducted qualitative and quantitative research** involving 100+ stakeholders to identify pain points of international students in the US and align them with Amazon's healthcare interests
- **Collaborated with the team and presented findings to Amazon stakeholders**, emphasizing 'connectivity' via compelling storytelling.

## EDUCATION

### Parsons School of Design

New York, USA

### Master of Science in Strategic Design and Management

Sep 2022 - May 2024

GPA 3.97/4.0, Scholarship, Distinguished Contributor

### Shenzhen University

Shenzhen, China

### Bachelor of Engineering in Industrial Design

Sep 2017- May 2021

GPA: 3.8/4.0 (Top 3%), Outstanding Graduates (2021), Scholarship, Dean's list

### Royal Academy of Fine Arts

Antwerp, Belgium

### Exchange Study Program (Graphic Design)

Fall 2018

GPA 4.0/4.0, Honorary Degree (Top 1), Full merit-based scholarship

## SKILLS

### Design:

UX/UI Design; Strategic Design; Creative Thinking; Graphic Design; Branding User Journey map; System map; Persona Brainstroming; Storyboarding; Wireframing Prototyping; Animation; Illustration...

### Research:

Desk Research; Competitive Analysis; Data Collection; Survey; Interview; Usability Test...

**Tools:** Figma, Adobe Full Suite, Wix, Procreate...