Siqi Li

Full Stack UX Designer

Education

M.F.A in Design, UC Davis   **Sept 2013- June 2015**

Thesis: " BrainStorm: Real-time Biological Rhythms Visualization through Physical Social Media"

B.E. Industrial Design, Zhejiang University   **Sept 2009- June 2013**

Experience

UI/UX Designer, IoTeX   **2019 - 2020**

Designed company website (landing page).
Designed block chain explorer web APP.
Designed IoTex token wallet mobile APP.
Helped with Vita branding & VI design.

UX and Conceptual Design, Playground Global   **2015- 2018**

1. **CastAR: A pair of AR glasses & AR gaming console.**

   Conducted target user interview/ UX research, competitor & marketing research.
   Industrial design ideation, game & application design ideation.
   Prototyped 3D UI design of game console menu/navigation system with Unity.

2. **Essential: Andy Rubin's hardware company focusing on smart home products and smart phones.**

   Participated in concept ideation of a new AI based small phone project "Gem".
   Sketched and pitched new use cases, form factor & physical interaction scenario.
   Conducted product & marketing research.
   UI/UX design & prototyping.
   Designed and created home project "Hato" UX flow charts.

3. **Meeting Owl: a 360° all-in one audio and video conferencing device.**

   Participated in early stage product definition.
   Designed the video UI and dynamic split-shifting interaction which they are using for current build.

4. **Lighthouse: a smart security camera that identifies people and pets**

   Participated in early stage product definition and designed Beta version's mobile APP user flow.

UI/UX Designer, Onefold   **June – Aug 2014**

Onefold was a data visualization start-up which provides statistic information about user behavior for online businesses and games.
I worked as a UI&UX designer intern, helped developing general layout & interactions for web app, based on existing iPad app

Skills

- UX research & design, User flow diagram, Wireframing.
- Brainstorming & Concept visualization
- Prototyping with popular UX tools
- Adobe's creative tools
- 3D modeling & rendering with Rhino & Keyshot
- UI/Visual elements design
- Basic understanding of Arduino/circuit/HTML/CSS/JS

Contact

- lizthedoer@gmail.com
- 530-219-6471
- Menlo Park, CA

Portfolio

- 2015-2018: https://www.lizthedoer.com/
- 2009-2015: https://leaschy.portfoliobox.io/
- Linkedin: https://www.linkedin.com/in/liz-li-444a0a84/