

YICHANG LI

Experienced product designer with knowledge of e-commerce and IoT design. Able to take ideas from concept to wireframe to prototype to production.

EDUCATION

B.A. ENG

Computer Science

Nanyang Technological University
2012 - 2016

UX Design Immersive

General Assembly
OCT 2019 - DEC 2019

SKILLS

HCI Design

Personas
Storyboards
Journey Maps
Wireframes
User Research
Usability Test

Rapid Prototyping

HTML/CSS
JavaScript
jQuery
Principle
inVision

Others

UI Design
Figma
Sketch
Human Interface
Guidelines
Material Design

Google Analytics
Video Editing
Git
Java

COMMUNITY

Conducted workshops on behalf of Zalora Engineering team: Women Who Code (Singapore), Women Who Code (Kuala Lumpur), She Codes (Ho Chi Minh)

EXPERIENCE

SEP 2020 – Present | SCREENING EAGLE | SINGAPORE

Senior UX Designer & Researcher

- Lead the design & build phase of large scale multi-platform projects and manage the entire lifecycle from business insights to execution. e.g.:
 - *The workspace project- discover and dissect business & user insights across 10 products; translate insights into useful and valuable platform experiences; work closely with a multi-functional team of business stakeholders, technology etc.*
- Craft user flows, scenarios, and high-fidelity wireframes, anticipating use cases and ensuring intuitive user experiences.
- Lead and involved in strategic development & storytelling for several initiatives, e.g.:
 - *Working with senior management in Switzerland on a PoC validation & continual proposal for a Design System initiative; Led the storyboarding & concept for a hardware redesign storytelling initiative.*
- Initiate and advocate the data-driven approach. Collaborate closely with the technology team to establish robust data collection infrastructure.
- Mentor junior designers, fostering their growth and enhancing team efficiency.

FEB 2020 – JUN 2020 | SILOT.AI | SINGAPORE

UX Designer

- Crafted user journeys and created e-commerce solutions tailored for small business owners, enhancing their online presence and sales.
- Developed storyboards, mockups, and prototypes to effectively communicate interaction and design ideas, facilitating clear understanding among team members.
- Designed and delivered interfaces, illustrations, and visual assets for a variety of projects, ensuring consistency and visual appeal.

MAR 2018 – OCT 2019 | ZALORA | SINGAPORE

UX Engineer

- Spearheaded the development of Zalora's new design system, creating guidelines and specifications for grid systems, colors, typography, and icons. Implemented the new component library with CSS and ReactJS.
- Revamped the navigation design of the e-commerce mobile site, enhancing user experience and navigation efficiency.
- Collaborated closely with UX teammates to develop user flows, hi-fi wireframes, and interactive demos, ensuring seamless integration of design elements.

OCT 2016 – FEB 2018 | WORKS APPLICATIONS | SINGAPORE

Software Engineer

- Recognized as a Star Performer for breakthrough improvements in HUE Mail security features, demonstrating a keen eye for detail and innovative problem-solving skills.
- Led a team of 3 engineers to created RESTful APIs and GUI for HUE Mail and Contacts, that are used by 30k+ Japanese users.