

# Minrui Li

A Product/UX Designer based in Bay Area with an interdisciplinary background enjoying creating delightful and empowering user experience.

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## EDUCATION

### Carnegie Mellon University

MA in Design for Interaction · Class of 2017 · QPA: 3.88/4.0

### Fudan University

BA in Translation and Interpreting · Class of 2016

### Washington University in St. Louis

Exchange · Year of 2014

## DESIGN SKILLS

Persona  
Scenario  
Storyboarding  
Information Architecture  
Wireframing  
Prototyping  
Service Blueprint

## PROGRAMMING

HTML/CSS  
JavaScript  
Processing

## RESEARCH

Interview  
Affinity Diagram  
Think Aloud  
Journey Map  
Competitive Analysis  
Heuristic Evaluation  
User Testing

## TOOLS

Adobe CC  
Sketch  
Figma  
Principle  
OmniGraffle

## EXPERIENCE

### Product/UX Designer - LadyMarry (Wedding Planning Startup)

Sep 2017 - Present / Sunnyvale, CA

- Improved the user experience of the website, increased the goal conversion rate (+169%), the avg. page views per visit(+28%), the avg. time on page (+57%), the every session duration (+33%), reduced the bounce rate (-22.2%) and the exit rate (-23.7%) by redesigning the website..
- Designed a new feature of Venue Listing cross platforms including a website,an app and a media kit.
- Individually conducted user research and proposed design strategies adopted by leadership.
- Drew illustrations and redesigned icons for digital products to deliver a consistent and delightful experience.

### Experience Designer - PHILIPS

Jan 2017 - May 2017 / Pittsburgh, PA

- Designed a service and 2 products to help children aged 4-8 years with asthma develop self-management skills using service design tools such as value flows, customer journey maps, and service blueprints.

### Content Strategist & Associate Curator - Multiple Clients

May 2015 - Apr 2016/ Shanghai, China

- Individually designed volunteer recruitment advertisement for Reloading Project and achieved 1080+ pages views within 3 days on Wechat.
- Consulted with curators, designers, marketing team, PR team on promotional design and content.
- Clients included Himalayas Museum, Shanghai Project, British Council, Forest Fringe, Shanghai Urban Space Season, Wuyang Architecture and Reloading Project.

### UX/UI Design Intern - SOMI Showroom Limit (Fashion Startup)

Dec 2014 - Feb 2015 / Shanghai, China

- Enhanced the online shopping experience by optimizing Workflow and UI for SOMI website.
- Increased store visits by designing digital advertisements for multi-channel marketing.

## OTHER EXPERIENCE

### Freelance Graphic Designer

May 2015 - Present

- CMU Summit 2017
- Waterfront Real Estate Co.
- AU,Co Cafe.

### Research Assistant

May 2015 - Apr 2016

- Learning Environments Lab at Carnegie Mellon University
- McCANN World Group

### Translator

May 2015 - Apr 2016

- Shanghai International Film Festival
- Shanghai Media Group