

Minrui Li

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SKILLS

Design

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

Tool

Adobe CC

Sketch

Figma

Principle

OmniGraffle

SELECTED EXPERIENCE

Product Designer | Castbox

Jun 2018 - Present | Beijing, China & San Francisco, CA

- Currently working on Castbox Live.
- Designed audiobook listing, Wonderly+ and assistive touch.
- Led the user research and competitive analysis, worked closely with the design team, product team, and operation team.
- Proposed design strategies, created prototypes and information architecture for login, 3D touch, FAQ and collecting feedback.

Product Designer | LadyMarry

Sep 2017 - Jun 2018 | Sunnyvale, CA

- The only Product Designer, collaborated closely with engineers and product owners to prototype, test and iterate on designs.
- Led the website redesign, 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.
- Led the design of Venue Listing and Registry across platforms including iOS and website.
- 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 with data to help children aged 4-8 years with asthma develop self-management skills.
- Responsible for research, conception, and proposal using service design tools such as value flows, customer journey maps and service blueprint.

UX/UI Designer & Visual Lead | RyeCatcher Education PBC

Jan 2017 - Mar 2017 | Pittsburgh, PA

- Designed the mobile application for tablets from the current desktop version to facilitate tracking and monitoring of students' progress over time.
- Served as the Visual Lead in a team of 4.

EDUCATION

Academy of Art University | MA in Web Design and New Media

Class of 2020, GPA:3.92/4.0, Portfolio Scholarship

Carnegie Mellon University | MA in Design for Interaction

Class of 2017, GPA: 3.88/4.0, Research Assistant

Fudan University | BA in Translation and Interpreting

Class of 2016

Washington University in St. Louis | Exchange Program

Year of 2014