

UX DESIGNER

MARY LI

maryli.co
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EDUCATION

Human Computer Interaction + Design
University of Washington
Master's
2020-2021

Game Design
New York University
Bachelor's of Fine Arts
University Honor's Scholar
2014 - 2019

SKILLS

Design

UX Design
UX Research
Rapid Prototyping
Game Design
Animation
Illustration

Program

Unity3D
C#
Processing
AR/VR
HTML/CSS
JavaScript

Tools

Unity
Figma
Sketch
Adobe CC
Origami
Atlassian

EXPERIENCE

HTC Creative Labs 03.2020 - 07.2020
UX Design Intern - VR Focus

- Designed and prototyped an alternative tutorial experience to teach new users about input methods in VR.
- Built and tested VR prototypes in **Unity** to test interaction methods
- Created **user journeys, information architecture**, and other deliverables for both front end and back end implementation.
- Conducted **literature review** to inform development team about users.

PRODUCT SPECIFICS COVERED BY NDA

Rodrigo Corral Studio 10.2019 - 01.2020
Product Designer

- Designed, tested and launched **two new features** for the proprietary app.
- Conducted **user interviews, usability tests**, and tracked backend data through **Firebase** to identify **HXU**.
- Designed **pixel perfect screens** and **iconography** using **Figma**.

Bound 09.2019 - 12.2019
UX/UI Designer

- Designed and led the Bound homepage redesign study, which increased target **KPIs by 50%**.
- Conducted **contextual inquiries, diary studies**, and **user interviews** to inform product pivot.
- Interviewed 6 participants for user research

Technology Humans and Taste 02.2019 - 06.2019
Creative Strategy Intern

- Designed, tested, and shipped an **interactive storytelling video** using the **Eko** platform in partnership with **Walmart**.
- Conducted **market research** for client acquisition and **helped run ideation workshops**.
- Researched, wrote, and designed strategic presentations for clients.

Future Reality Lab at NYU 07.2018 - 12.2018
UX Researcher - VR Focus

- Led the **research and design** of a VR headset management app to improve the Cave showing experience.
- Created **low fidelity and high fidelity prototypes** for two rounds of user testing.
- Redesigned** UI to improve key connection visibility and prevent docent error.

Turbo Studios 07.2017 - 12.2017
Game Design Intern

- Designed and playtested **three puzzle levels** to showcase different character abilities