

Zhenmin Li

Experienced UX/UI Designer

(217)-979-8655

zhenmin123@gmail.com

www.zhenminli.com

EXPERIENCE

- Oracle - Redwood Design System** UX Designer Jan 2021 - Present
- Design ingenious micro-interaction components to integrate with Oracle's growing Redwood Design System.
- Oracle - Marketing / Brand** UX Designer Jul 2019 - Dec 2020
- Led design creation for Redwoodization of Oracle Marketing templates in Template Builder application.
 - Defined instructions of color and texture for the Redwood Brand Guideline.
 - Created Oracle marketing visual assets such as podcast artwork system, webpages, icons, and campaigns.
 - Explored Oracle's future generation user experience of product demo and data visualization.
- Twistthink** UX&UI Designer Jul 2016 - Jun 2019
- Utilize Adobe CC, Sketch, and Webflow to build modern, intuitive, and user-friendly interface designs for web dashboards and constrained hardware displays for companies such as Aircuity, Vermeer, and Eaton.
 - Collaborated with Whirlpool team to co-create user flow map and Voice User Interfaces animations by After Effects on several Whirlpool future products.
 - Conducted interviews, user testing, and product analysis to create project timeline, journey map, and user persona for clients such as Stryker, Nortek, and Watts Water.
 - Established flow diagrams and interactive prototypes through Adobe XD and Invision Studio to optimize user experience and help Twistthink with strategic decision making.
 - Led a comprehensive project of developing Twistthink official website, drove brand awareness, and increased user engagement rate by 30%
- Newell Brands** Industrial Designer Intern May - Sept 2015
- Helped with Parker Fountain Pen's logo design refinement and developed concepts for gift boxes
 - Proposed exceptional ink refill experience for Waterman Fountain Pens and highly acknowledged by Design VP
- LG Open Innovation** Concept Designer Intern June - Sept 2014
- Conducted, compiled, and presented in-depth market research for home appliances in North America
 - Created concepts and user experience in sketches and 3D models & final delivery was evaluated by LG's design group for future appliances

SKILLS

Web & mobile Site Analytics	Affinity Diagramming	Animation/Motion Graphics	Voice User Interaction
Rapid Prototyping	Information Architecture	Video Storytelling	Agile Scrum Process
Wireframing	Data Visualization	Journey map illustration	
Persona Creation	User Testing	HTML & CSS	

TOOLS

Adobe Creative Cloud	Figma	Marvel	Protopie
Sketch	Webflow	InVision+Studio	Flinto

EDUCATION

- College for Creative Studies (CCS)** Aug 2014 - May 2016
MFA in Integrated Design
- University of Illinois Urbana-Champaign** Aug 2011 - May 2014
BFA in Industrial Design

AWARDS

UX/UI Design	Uber Project Featured on 2016 School Behance	Smile Featured on 2015 UX Magazine		
Industrial Design	LG Concept 1st Place evaluated by LG Group	Intelligente Helmet 2014 A'Design Award	Hang-out Featured on 2014 Yanko Design	Eco-Quench 2014 IDEA Finalist