

# Blair Li

## Product Designer

www.blairli.design

646.223.0702

blairli0701@gmail.com

https://www.linkedin.com/in/yixuan-blair-li/

### WORK EXPERIENCE

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#### Lovingly | Product Designer

August 2020 - Present, New York, NY

- A B2B2C SaaS company that provides an online platform for florists to help them increase their customer conversion & retention rates
- The main products including the Lovingly E-Commerce website and an all-in-one management system for florists

#### JETSWEAT | Product Designer

July 2020 - August 2020, New York, NY

- Redesigned the company's website and fitness streaming web app platform to increase user conversion and retention rates and to create intuitive data visualization
- Owned and built JetSweat community, goals & progress tracking, and users' live biometric data design
- Conducted product audits and heuristic evaluations

#### MobUX | Product Designer

June 2020 - August 2020, New York, NY

- Owned the end-to-end process of a web-based marketing-focused app builder, business control panel, and QR code generator from zero
- Optimized information architecture, data visualization design, interaction flow, task flow, and user journey
- Led the product strategy, design process, UI design, and interaction design

#### Silo | UX/UI Designer

June 2020 - August 2020, New York, NY

- Redesigned the smart safe interface and its iOS companion app for an IoT company to streamline user experience and increase user engagement rates
- Created UI style guide for the brand and redesigned the UI of the company's website
- Shipped the final design, which will be implemented soon

#### PepTalkHer | UX Designer

Dec 2019 - Jan 2020, New York, NY

- Redesigned the existing career coaching iOS application to increase user retention rates based on an end-to-end design process
- Increased user confidence by 30%, willingness to use the app by 18%, and likelihood of recommending the app by 15%
- Shipped the final design, which is already launched

### EDUCATION

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#### Certificate, UX/UI Design

2019-2020

Flatiron School

#### MS, Hospitality Industry Studies

2016-2018

New York University

#### Bachelor of Economics, Finance

2012-2016

Anhui University of Science & Technology

#### BA, English Literature

2012-2016

Anhui University of Science & Technology

### SKILLS

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UX Research	UI Design
Design Strategy	Interaction Design
Concepting	Responsive Design
Wireframing	Color Theory
Prototyping	Typography
Usability Testing	Style Tiles
Market Research	Data Analysis

### DESIGN TOOLS

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Sketch	Adobe XD
Axure RP	Illustrator
Figma	Photoshop
Invision	InDesign
Optimal Workshop	Webflow

### BUSINESS TOOLS

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Qualtrics	Survey Monkey
Tableau	Google Analytics
Asana	Salesforce Pardot
MS Office	Google Suite

### DEVELOPMENT

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HTML5 + CSS3