Keyan Li

www.keyanli.design

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(607) 379-7807

EDUCATION

Cornell University

Aug 2015 - Dec 2016
M.P.S. - Information Science
HCI Focus

University of Iowa

Aug 2010 - Aug 2014
B.A. - Communication Studies
B.S. - Mathematics

SKILLS

Prototyping
Wireframing
Storyboarding
User Research
Usability Testing
Project Management
Web Development
Data Analysis

TOOLS

Figma
Sketch
InVision
Principle
Illustrator
Photoshop

HTML
CSS/SASS
React.js
Bootstrap
JavaScript
Handlebars

Jira/Confluence
Salesforce Pardot
Heap

WORK EXPERIENCE

UI/UX Designer

Dec 2019 - Present | Stratifyd Inc. Charlotte, NC

Worked as part of the product team and shipped key feature improvements for a web-based data analytics platform. Improved the overall usability and visual design of the platform. Initiated and built a design library that largely improved work efficiency and design consistency for the team.

UI/UX Developer

Jan 2018 - Dec 2019 | Stratifyd Inc. Charlotte, NC

Worked closely with the marketing team on designing and building landing pages, marketing email templates, and animated HTML ads. Designed and built a marketing website that attracted 1300+ daily users. Collaborated with product managers and senior developers on shipping key features related to data visualizations.

UX Design Intern

May - July 2017 | Cox Automotive. Atlanta, GA

Worked as a part of the mobile product design team and helped improve the user experience of dealership products. Assisted in building a cohesive design system for all business units across the company. Designed delightful micro-animations that enhanced the user experience for mobile applications, using Principle.

Assistant Web Developer

June - Dec 2016 | Cornell Yang-Tan Institute on Employment and Disability, Ithaca, NY

Worked on projects that involve developing responsive websites, CMS site, and administrator's tools. Built tools that helped administrators managing data reports, automating email sending, and tracking file downloads.

Web Designer

June - Dec 2016 | Cornell Language Resource Center Web Audio Lab, Ithaca, NY

Conducted usability testing for an online language learning system. Designed the flow diagram and interactive prototype to demonstrate design concepts and potential improvements. Improved the user interface of the course creation tool, using HTML, CSS, and JavaScript.