Tingyi Li

UX/UI Designer | Creative Director

Feb 2024 – Now • Fremont, CA

Freelance • UX/UI Visual Designer

Works span website, and mobile app UX/UI and brand design.

- Collaborated with clients to tailor digital solutions that align perfectly with their needs and bring their visions with compelling storytelling and outstanding visual design.
- Partnered with PM to inform product decisions and find optimal trade-offs between clients' goals, users' needs, and implementation gaps
- Collaborated with the brand team to shape ways of storytelling and visual style.
- Deployed the website design from Figma to Webflow.

Nov 2023 – Feb 2024 • Remote, US

AutoArk • Productivity Tools/AIGC • UX/UI & Web Designer

- Led design and development of AutoMind's landing page.
- Spearheaded the rapid development of GPT-4 powered web application MVP.
- Delivered over 40+ interfaces, including main pages, information cards, and bot interaction.
- Designed the visual animation for interaction touch points.
- Presented design to broader teams and leadership to align product experiences/goals.

Jun 2022 – Sep 2022 • West Hollywood, CA

Trufl Hospitality • Hospitality Management Platform • UX/UI Designer

- Designed and shipped Trufl Partner and Manager Apps (SaaS, mobile and Tablet App) along with usability testing and interviews. Be a design generalist delivering UI, UX, prototype, visual design, and design systems.
- Be the only designer in the team to shape solutions through research and rapid ideation.
- Established a comprehensive design system from scratch with Adobe XD, to improve team alignment and work efficiency.

Sep 2022 – Aug 2022 • Pasadena, CA

ACT x LAB Tsinghua University • Transportation • UX/UI designer

- Employed user-centric design methodologies to enhance children's mobility solutions.
- Designed 15+ mobile app interfaces to optimize the mobility experience.

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Sep 2021 – Dec 2021 • Pasadena, CA

ASUS ROG Sponsored Studio • Electronic Products • UX/UI designer

- Led the design of the Asus IoT mobile app, conducting comprehensive user research and A/B testing
- Completed the front-end design and prototyping for Asus VR, achieving a client satisfaction rate of 95%.

Contact

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Education

ArtCenter College of Design
Master of Fine Arts
Media Design Practices
Class of 2019

Beijing Film Academy
Bachelor of Arts
Photography
Class of 2015

Skills

Product Design
User Experience Design
Interaction Design
User Research
User Testing
A/B Testing
Wireframing
Rapid Prototyping
Web Accessibility
Design System
Graphic Design
Visual Design
Photography
Video Editing

Tools

Design
Figma, Sketch, Miro, Adobe Photoshop, XD, InDesign

Prototype
Figma, InVision, Html, CSS

Multimedia
Final Cut Pro, Cinema 4D, Adobe Premier, After Effect