

TINGYI LI

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LinkedIn

Fremont, CA 94538

UX/UI DESIGNER & MULTIMEDIA DESIGNER

EDUCATION

ArtCenter College of Design

Master of Fine Arts, Major in Media Design Practices

2019 - 2023 | GPA 3.87/4 with Grad Scholarships

Beijing Film Academy

Bachelor of Arts, Major in Photography

2015 - 2019

WORK

UX/UI Designer | AutoArk *(Password: automind2023)*

Remote | Nov 2023 - Present

- Led design and development of Automind's landing page.
- Maintained brand consistency through design assets, style guides, and UI patterns for marketing materials and digital campaigns.
- Led the development of web-based AutoMind features and iterations.
- Updated and maintained design systems to streamline the design process and improve the efficiency of work with engineers

UX/UI Design Intern | Trufl Hospitality

Los Angeles, CA | Jun 2022 - Sep 2022

- Spearheaded the redesign of V3 Trufl restaurant tool and manager app for iPadOS and iOS platforms.
 - Developed user workflows, wireframes, and high-fidelity prototypes with ProtoPie, resulting in improved end-to-end experience.
 - Conducted 20+ usability tests with the hospitality team, leading to a 30% increase in task completion rate and 25% reduction in bounce rates.
 - Established design system from scratch using Adobe XD.
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EXPERIENCE

UX/UI Designer | ACT x LAB Studio Tsinghua University

Pasadena, CA | Sep 2022 - Dec 2022

- Utilized user-centric design methods to address children's mobility challenges.
- Designed in-car and mobile app UX/UI with Figma, focusing on usability and aesthetics.
- Incorporated feedback from 30 users, refining interfaces for user-friendly experiences.

UX/UI Designer | ASUS ROG Sponsored Studio

Pasadena, CA | Sep 2021 - Dec 2021

- Designed UX/UI for Asus SoundGorget, a gamer-centric wearable wireless speaker.
 - Conducted research and 4 rounds of A/B tests for mobile app optimization.
 - Conceptualized XR designs for Asus VR, pushing boundaries of technology and design within the Asus Rog brand.
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SKILLS

Tools

Figma / Adobe XD / Protopie / Adobe Creative Suite / Final Cut Pro / Unity 3D / Cinema 4D / Lens Studio / Miro / HTML & CSS

Research & Design

User Interface Design / Journey Maps / User Personas / Wireframe / Prototype / User Interviews / Mockups / Responsive Design / Storyboard / Motion Graphics / Visual Design