



 **MeetLiYi.com**
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ABOUT ME

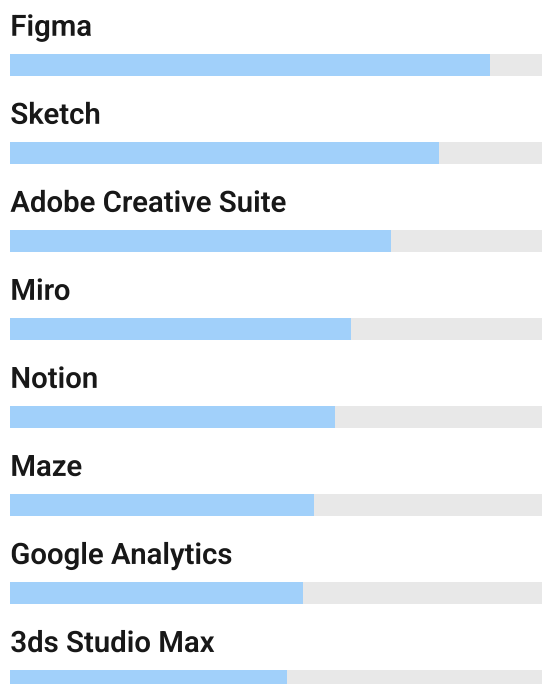
-  a user-centered mindset with creative ideas
-  a keen eye for aesthetics and details
-  hands skilled in data-driven product design
-  staying at the forefront of new with pragmatism
-  a cross-functional team player

EDUCATION

Linnéuniversitetet
2016 - 2018
Master's in Innovation through Business, Engineering and Design - specialisation design

Nanjing Forestry University
2011 - 2015
Bachelor's in Industrial design

SKILLS



HIGHLIGHTS

- ★ Have built design systems and integrated them into existing products
- ★ Led full-cycle design projects aligning stakeholder vision with user needs
- ★ Versed in agile development practices in B2B and e-commerce industries
- ★ Boosted conversion rates through targeted UX optimizations

EXPERIENCE

UX designer - Checkproof AB

Aug 2021 - Present

- ▶ Conduct research and collaborate with stakeholders to prioritize features and functionalities
- ▶ Define requirements, experiment with different design concepts, and find effective plans
- ▶ Create and refine design artifacts for both desktop admin panel, web page and app
- ▶ Document design specifications, develop and maintain the design system
- ▶ Work within a cross-functional team to estimate tasks and implement solutions
- ▶ Perform usability testing and iterating based on feedback

Product designer - SoEasy Tech AB

Dec 2019 - Aug 2021

- ▶ Conduct user research, data analysis, and creative problem-solving in product enhancements
- ▶ Conceive and develop design concepts, crafting design elements, wireframes, and prototypes for delivery
- ▶ Collaborate with business, technical teams to design, develop, test, and iterate products
- ▶ Enroll in the Product Management Trainee Program, from inception to completion, meeting predetermined time and budget objectives
- ▶ Generate visual assets for digital platforms and point-of-sale marketing materials, ensuring consistency across all channels

Product designer - Linné Innovation AB

Jun 2017 - May 2018

UX design tasks including user research, wire-framing, prototyping, and testing. Visual elements, logotype creation, UI kit development, and style guide establishment.