Joy Li
UX/UI Designer

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▣ Portfolio: joy-li.com
in LinkedIn Profile
📍 New York, US

UX/UI designer with experience in both product and architectural design. I have successfully delivered both digital products and physical buildings optimized for end user experience. Skilled at crafting solutions within constraints and championing user needs. Passionate about creating impactful designs that enhance people's daily lives.

Skills

User Research
Competitive Analysis
User Personas
Information Architecture
Paper Prototyping
Wireframing
Usability Testing
Visual Design
Interaction Design

Tools

Figma
Sketch
Adobe Creative Suite
HTML
CSS
JavaScript

Education

UX Design Certificate
CareerFoundry
Mar 2023

Master of Science in Sustainable Design
Carnegie Mellon University
Pennsylvania, US | Aug 2010

Bachelor of Architecture
Tongji University
Shanghai, China | Jun 2005

Language

English, Chinese

Work Experience

UX/UI Designer
PromoTix, US   Jan 2023 - Now

- Create and iterate high-fidelity user interface designs for web applications of an online ticketing platform to improve user flows and interactions

- Develop and update the UI elements, including color schemes, typography, icons, and other graphic elements, to ensure design consistency

- Conduct usability testing across web and mobile platforms to identify issues and make design recommendations based on testing findings

- Improve the accessibility of the app by complying standards of WACG for UI design and by checking and consolidating frontend coding to follow best practices for screen readers and keyboard navigation

Architectural Designer/Project Manager
Archilier Architecture, NY, US   Sept 2013 - Sep 2022

- Programmed usage of spaces to meet both client and end-user needs of living and working environment

- Generated design ideas to solve various challenges from concept to construction documents

- Presented design options to stakeholders with compelling storytelling techniques

- Coordinated with engineers to make sure that structure and mechanical systems worked with architecture design

- Headed a design team by organizing peer review meetings, mentoring new designers and monitoring their work, delivering design document on time and of high quality