



# COCO LI

UI/UX Designer & Product Designer in San Francisco

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## EXPERIENCES

### Web Designer // YAAANA

Contract | La Jolla Shores, CA | Sep 2023 – Present

- Led a successful redesign of a culture center website's navigation system by actively collaborating with user researchers. Conducted extensive usability and 80 tree-testing sessions involving over participants using Optimal Workshop. The implementation of updated navigation system resulted in a significant improvement, increasing the tree testing task success rate from 55% to 83%.

### UX/UI Designer // Matchup Agency

Contract | New Zealand | May 2023 – Aug 2023

- Conducted thorough user research and detailed product usability analysis to clearly identify design opportunities for improvement.
- Designed a digital experience for interior company from 0 to 1, including branding, marketing, and UXUI design.
- Collaborated with a PM, 2 engineers, and 2 designers, targeted to launch an end-to-end website design.

### UX Designer // Ark7

Contract | San Francisco, CA | Jun 2023 – Sep 2023

- Oversaw the comprehensive onboarding redesign for Fintech App "Ark7", which encompassed user flow optimization, wireframe design, creation of marketing illustration assets, and final visual design enhancements, resulting in the increase of onboarding success rate by 10%.

### Interaction Designer // Aproject Factory

Internship | Celina, TX | Jan 2023 – March 2023

- Shipped the end-to-end design of responsive websites using the latest standards, and created wireframes, prototypes, and final designs with with 100% task success rate.
- Analyzed competitors and conducted user research to identify industry trends and guide design decisions.
- Collaborated with web3 industry clients to meet specific website needs.

### IxD Social Media Manager // California College Of Arts

Internship | San Fransisco, CA | Sep 2022 – Dec 2022

- Managed accounts, boosting followers by 40% and likes by 80% through effective Instagram strategies. Used user analysis for tailored content and designed captivating visuals to enhance user engagement.

### UX/UI Designer // China Citic Bank

Freelance | Remote | Jun 2022 – Aug 2022

- Redesigned the credit card app based on research, reducing repayment time from 4.12 to 2.34 minutes.
- Established the design system and created 50+ icons and components for UI screens.

## EDUCATION

### California College of Arts

May 2024 (Expected) | GPA 4.12/4.2

San Francisco, CA

**BFA-Interaction design**

**Minor-Computational Practices**

## SKILLS

### Expertise //

Human-Centered Design | UX Strategy

User Flow | Design Systems

Interaction Design | Branding

Prototypes | User Interface Design

User Research | Usability testings

### Software //

Figma(FigJam) | Adobe Illustrator

Adobe XD | Keynote

Adobe Photoshop | Sketch

WordPress | Blender

Unity Hub | Ureal

### Programming //

JavaScript | WordPress

P5.js | HTML

## AWARDS

### Google Sprint 2<sup>nd</sup> Place Honorable Mention Team

Google Global Design Sprint 2023

### Design Division Dean's List

California College of the Arts 2023

### Creative Achievement Award Scholarship

California College of the Arts 2020