Huanyi (Linda) Li

UX/UI Designer | **Santa Clara, CA**

Portfolio   LinkedIn   lihuanyi1998@gmail.com   831-900-8111

EXPERIENCE

Cag Studio
San Jose

Founder; UX/UI Designer 07. 2024 - Present

- Designed user-friendly websites and mobile apps for **4+ clients** across e-commerce, SaaS, and fintech industries, improving usability and client engagement.
- Conducted user research and usability testing with **50+ users**, gathering insights to refine product designs and enhance user experience.
- Visualized the system design and key functionalities for **2 AI/ML research papers** under Large Language Model (LLM) and Retrival Augmented Generation (RAG) fields

AMPTRA Charging LLC
New York

UX/UI Designer & Product Manager **Part-time** 07. 2023 - 01. 2024

- Solely designed and launched the company logo, mobile app (**5/5 rating**), website, and hardware interfaces, enhancing brand consistency and user experience.
- Managed end-to-end product development, reducing product release cycles by **10%** through efficient coordination with developers and manufacturers.
- Conducted user research and usability testing, achieving **90% user satisfaction** and improving product-market fit.
- Led social media marketing, boosting brand awareness and user engagement through targeted campaigns.
- Advised decision-makers on design strategies based on user feedback and market trends.

Bank of Communications
Shanghai

UX/UI Designer 09. 2021 - 09. 2022

- Delivered **17 app and website projects** across industries like healthcare, fintech, transportation, and architecture, enhancing user experience and meeting diverse client needs.
- Developed **3 comprehensive UI style guides** and senior-friendly accessibility standards, ensuring cross-platform consistency and compliance with international regulations.
- Created a unique brand IP character, strengthening the company's branding across digital and print media.
- Collaborated with PMs and developers to align designs with business goals and technical feasibility, improving development efficiency.
- Designed marketing assets (banners, online materials), supporting company outreach and promotional campaigns.

UI Team Manager (Outsourced Projects) 03. 2022 - 09. 2022

- Managed a **10-member UI team**, overseeing tasks, progress, and daily operations to ensure on-time project delivery.
- Mentored team members, achieving a **90% retention rate** through skill development and leadership.
- Directed UI design outputs, ensuring high-quality deliverables that met company standards and client expectations.
- **Led the hiring process**, including resume screening, portfolio reviews, and interviews.
- Facilitated team communication, ensuring smooth collaboration with PMs and developers for project completion.

PROJECTS

Amptra Charging Official Website & APP (Available on Amptra Charging & AppStore)

- Conducted **competitive analysis on 3 power bank apps** and user research with **20+** participants to identify pain points and refine product direction.
- Designed **60+ app and 4 website screens**, creating user flows, wireframes, journey maps, lo-fi and hi-fi prototypes to streamline the rental process.
- Collaborated with developers, delivering detailed design specs and interactive prototypes for smooth implementation.
- **Launched the app in 2 months**, boosting early user engagement by **25%**.

Co-Op Video Game: Dippy & Chippy (Available on Steam)

- **Sole UI/UX Designer** in a 4-person indie team, leading all UI/UX design from concept to implementation.
- Created **gameplay journey maps & game flow diagrams**, optimizing level progression and menu navigation.
- Created & prototyped logo, menus, HUD elements, and player interactions in **UE5**, ensuring smooth controller & keyboard input.
- **Conducted playtesting with 30+ players**, refining UI layouts and improving navigation based on feedback.
- Designed promotional assets, including posters, banners, and Steam showcase graphics, boosting game visibility.

EXPERTISE

Design Tools

- Sketch
- Figma
- Adobe Photoshop
- Adobe Illustrator
- Axure RP
- GenAI Tools
- Unreal Engine 5

Prototyping & UI Design

- User-Centered Design
- Mobile App Interfaces
- Prototyping
- Accessibility Standards
- Responsive Design
- Wireframing
- User Flows
- Journey Map
- Game UI Design

Soft Skills

- Problem Solving
- Team Leadership
- Mentorship
- Design Thinking
- Critical Thinking
- Multitasking
- Agile Methodologies
- Cross-Team Collaboration

EDUCATION

University of California Santa Cruz

M.S. 2022 – 2024

Games & Playable Media

B.A. 2016 – 2020

Applied Games & Playable Media: Game Design

- UCSC Dean's UGRD Award Scholarship
- 1st Place of UCSC 2020 Sammy Slug Showcase Visual Art Award