

# Irene Li

PRODUCT & UI/UX DESIGNER

## WORK EXPERIENCE

### Graphic Designer | TipTop Technologies

02 / 2025 - 04 / 2025

- Designed and delivered **3** distinct products from 0 to launch, shaping cohesive visual systems, wireframes, and high-fidelity prototypes in collaboration with developers and clients
- Led a team of **3** UX researchers to conduct usability testing with **30+** participants, gathering insights and iterating on UI/UX design—contributing to a **40%** increase in user engagement

### UI/UX Design Lead | Horizon World Salon Incorporated

06 / 2024 - 12/2024

- Led a team of **4** UX designers to design a website and mobile app from ideation to high-fidelity prototypes
- Conducted UX research and interviewed over **50** potential users to identify and address key pain points
- Collaborated closely with the development team to perform usability testing and iterated on designs across **3 versions** to enhance user experience and achieving a **35% increase** of users

### UX Designer | Opus Clip

05 / 2023 - 08 / 2023

- Translated clients' needs and business requirements to design solutions
- Utilized wireframes, mockups, prototypes, resulting in an impressive **20%** increase in user satisfaction scores across a user base of **4 million**
- Pioneered the design of a user-friendly dashboard for AI coaching, leading to a **40%** enhancement by conducting initial internal MVP testing

### UX Designer | Teamup

05 / 2024 - 08 / 2024

- Delivered the complete UI design for a flagship project **set to launch in late 2024**
- Designed and implemented comprehensive design systems, boosting UI consistency by **50%** and cutting design time by **30%**
- Provided expert guidance on usability testing for over **5** projects

## PROJECT EXPERIENCE

### UX Researcher | Collaboratory

01 / 2024 - 05 / 2024

- Conducted comprehensive **needs assessment and usability evaluation** for Collaboratory, a platform aiding higher education in managing community engagement data
- Boosted platform engagement by **25%** through the development of over **20 actionable insights**

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## EDUCATION

### University of Michigan

*M.S in Information in HCI/UX design*  
2023 - 2025

### University of Michigan

*Bachelor of Science in Economics*  
2021 - 2023

## SKILLS

### Technical Proficiencies:

Figma, Adobe XD, Sketch,  
Adobe, Photoshop, Adobe  
Illustrator, HTML, CSS,  
Python, SQL, R

### Design:

Interaction Design,  
User Centered design,  
Visual Design, Workflow  
User Interface Design,  
Design Systems, Responsive  
Mobile & Web Design,  
Information Architecture,  
User Journey Map, Storyboard,  
Rapid Ideation, Persona &  
Scenarios, Wireframe &  
Prototyping.

### Research:

User Research, Surveys,  
Competitive Analysis,  
Accessibility,  
Data Analysis, Affinity Mapping,  
Usability & A/B Testing,  
Heuristic Evaluation