

# Jiaxin Li

## UX/Product Designer

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## PROFESSIONAL EXPERIENCE

### Dell Medical School at UT Austin | UX Designer

Oct 2019 – May 2020 | Austin, Texas

- Conducted heuristic evaluation, comparative analysis, and interviews to gather insights to inform design decisions that tailored to various workflows of physicians as well as integration of Electronic Health Records (EHR).
- Designed a fully functional dashboard that expedites primary care providers to conduct effective diet counseling and collaboratively set nutrition goals with patients.

### School of Information at UT Austin | Graphic Designer

Feb 2020 – May 2020 | Austin, Texas

- Created graphics for the promotion of news and events to establish and elevate brand image.
- Collaborated with the Communication Team to refresh information architecture and redesign the user interfaces and user experience of various web pages.
- Developed web pages and implemented new design requirements using Drupal.

### Gardenio | Product Designer

Aug 2019 – Dec 2019 | Austin, Texas

- Redefined business model and provided solutions for stakeholders to build a trustworthy and self-sustaining community for novice growers and experts.
- Created a variety of storyboards, wireframes, prototypes, and pitching materials.

### Schlumberger | UX Research & Design Intern

Jun - Aug 2019 | Houston, Texas

- Worked with the UX Designer, information architect and product manager in an Agile environment to identify areas of focus for business solutions and exchanged perspectives for design alternatives.
- Simplified and optimized user workflows of the web application for seismic data examination through redesigning a multitude of features and adding new functionalities.
- Crafted design solution that delighted subject matter experts through digesting user observations, gathering insights, and conducting rounds of usability tests and iterations.

### AntStorm Ads & Technology | UX Designer

Oct 2017 – Jun 2018 | Guangdong, China

- Conducted qualitative and quantitative research including surveys, interviews, and market research to explore user needs and expectations in posting ads through online platforms.
- Collaborated closely with the product manager and software engineer to optimize user flows by presenting design solutions and ensuring design consistency.
- Executed usability tests and iterated the design solutions informed by observations and insights generated from the user research.

## EDUCATION

### UT Austin

MS. in Information Studies

UX Research & Design

Aug 2018 – May 2020

### Syracuse University

BS. in Nutrition

Aug 2013 – May 2017

## SKILLS

### Design

Wireframe/Mockup, Prototype, Visual Design, Strategic Design, Concept Generation, Persona, Interaction Design, Taxonomy, Concept Generation, Storyboarding, & Data Visualization

### Research

Contextual Inquiry, Empathy Map, Usability Studies, Affinity Diagram, Journey Map, Competitive Analysis, Heuristic Evaluation, Data Coding, Card Sorting, & Survey Design

### Tools

Sketch, Figma, InVision, Adobe Creative Suite, Balsamiq Mockup, JavaScript, Bootstrap, InDesign, Drupal, HTML, & CSS