

Jiaxin Li

UX/Product Designer

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PROFESSIONAL EXPERIENCE

Guidea | UX Designer

Sept 2020 – Present | Austin, Texas

- Responsible for refining screens and streamlining user flows of enterprise products fulfilling stakeholders' requirements and user feedback.
- Collaborated closely with researchers and designers to translate user needs into polished prototypes that are intuitive and efficient.

Sentier Strategic Resources | UX Designer

May 2020 – Present | Austin, Texas

- Crafted a generosity mobile app helps people practice gratitude in giving activities through accomplishing seven sprint UX lifecycles.
- Assisted in user research activities such as data collection, synthesis and analysis.
- Coordinated with the product manager, researchers and designers to push MVP requirements, generate design concepts, design information architecture, and build design system.

Dell Medical School at UT Austin | Product Designer

Oct 2019 – May 2020 | Austin, Texas

- Designed a fully functional dashboard that expedites effective diet counseling and collaborative goal setting between primary care providers and patients.
- Conducted heuristic evaluation, comparative analysis, and interviews to gather insights to inform design solutions that were tailored to various physicians' workflows.

Schlumberger | UX Designer

Jun - Aug 2019 | Houston, Texas

- Leveraged and balanced business principles, stakeholders and user research while delivering customer-centered design solutions in Agile.
- Simplified and optimized user workflows of the web application for seismic data examination.
- Delivered interactive prototype that delighted subject matter experts through absorbing user observations, gathering insights, and conducting rounds of usability tests and iterations.

AntStorm Ads & Technology | UX Designer

Oct 2017 – Jun 2018 | Guangzhou, China

- Conducted stakeholder meetings, surveys, user interviews, market research to understand business objectives, and identify user needs and expectations in posting ads through online platforms.
- Collaborated closely with the product manager to optimize user flows by giving and receiving constructive feedback, and proactively seeking better solutions.
- Produced design deliverables ready for developer hand-off.

EDUCATION

UT Austin

MS. in Information Studies
UX Research & Design
Aug 2018 – May 2020

Syracuse University

BS. in Nutrition
Aug 2013 – May 2017

SPECIALTIES

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