

# Wenjing Li (Chloe)

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## Summary

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I am a recent Master's graduate in Human-Computer Interaction (HCI) with a dedicated focus on crafting intuitive and inclusive UX/UI solutions. My expertise spans across various design areas, including web, mobile, gaming, and design systems. I am eager to apply my knowledge and expertise in HCI to a dynamic team where I can make a meaningful impact and contribute to the development of intuitive and inclusive solutions.

## EDUCATION

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### University of California, Irvine

Master of Science, Human-Computer Interaction(HCI)

Irvine, CA

Sep 2022 - Sep 2023

### University of California, San Diego

Bachelor of Art, Visual Art Media

San Diego, CA

Sep 2018 - June 2021

## SKILLS

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**Design & Research:** Experience Design, Interaction Design, Wireframing, Prototype, Usability Testing, A/B Testing, Journey Mapping, Web Design, CMS Management

**Tools:** Figma, Photoshop, Sketch, Miro, Maze, User Testing, Framer, Adobe Premiere Pro, Google Optimize

**Coding:** HTML, CSS, JavaScript, JQuery, Bootstrap, Node.js

**Languages:** Chinese (Mandarin, Cantonese), English

## EXPERIENCE

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### Product Designer at *Discovery Cube*

*Interactive Exhibit, Education Experience*

Orange County

Mar 2023 - Sep 2023

- Led end-to-end design for an educational gaming exhibit, introducing robotic coding education for children.
- Developed interactive and engaging gaming exhibits, focusing on intuitive user experiences.
- Designed and implemented gaming information architecture and visual layout
- Created user flows, gaming logic flows, wireframes, and prototypes.
- Collaborated with the user research team, conducting competitor audits, on-site interviews, and user workshops.
- Conducted heuristic evaluations, A/B testing, and cognitive walk-throughs to refine the product prototype.
- Presented designs and key milestone deliverables to peers and stakeholders, effectively articulating design rationale.

### Contract Website Designer at *Good Day Communication*

*Official Website, Mobile App*

San Diego

April 2022 - Sep 2022

- Conducted user research and redesigned the former static and solitary website into an interactive and user-friendly website, which increased the page viewing rate by 12% and the application download rate by 4%.
- Created, refined, and tested prototypes for the onboarding, home, community, and user profile pages.
- Collaborated with founders, engineering team, and data scientists to troubleshoot UX problems and improve user engagement on the IOS platform, generating a 33.7% growth in active users in 3 months.

## OTHER EXPERIENCE

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### Social Media Content Designer / Internship at *Mint Planet*

Aug 2021 - Dec 2021

- Contributed to marketing campaigns by developing content and creating graphics for social media posts. Analyzed user engagement data through different social media platforms and managed content accordingly.

### Motion Animator at *Tencent Games*

Jan 2014 - Jan 2015

- **Character Performance:** created captivating character performances and action effects. Significantly enriched the visual and interactive elements of the game, contributing to a more immersive player experience.
- **Storyline Animation/ Video Production:** participated in the production of storyline animation video for each chapter of the game. This involved collaborating closely with cross-functional teams, including directors, editors, and effect specialists. Ensured that the narrative was engaging and seamlessly integrated into the gaming experience.