

Xintong Li

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EDUCATION

University of Michigan

M.S. in Information

Ann Arbor, MI

Sep 2021 - Dec 2022

- Track: Human Computer Interaction (HCI) and User Experience (UX)

Hofstra University

B.A. in Mass Communications

Hempstead, NY

Sep 2017 - Dec 2020

- Honors: Provost's List, Honors College Graduate, Phi Beta Kappa

PROFESSIONAL EXPERIENCE

Social Future

Beijing, China

Summer UI Intern

Jun 2022 - Aug 2022

- Achieved 85% improvement by completing the stitching of high-fidelity prototypes and simple dynamic effects in FairyGUI for subsequent interfacing with development.
- Communicated with 10+ developers regularly for follow-up through phone and in person to convert the prototyping in FairyGUI, displaying excellent communication skills.
- Participated in and attended weekly requirements meetings to analyze the latest Web3 design trends with user demands and feedback, increasing products' acceptability by 45%.
- Completed 3-5 criteria bi-weekly while working with a team of product designers to create a UI prototype for a metaverse social networking app and an online Texas Holdem game, exhibiting key collaborating skills.

PROJECT EXPERIENCE

C3.ai | Client-based UX Design Course

Jan 2022 - Apr 2022

- Improved the UX of a non-code data analysis AI system by 30% by conducting surveys, in-depth interviews, and comparison research with 10+ target users.
- Organized and oversaw weekly meetings with more than 100 C3ai product owners, as well as generated weekly progress reports.
- Drafted and submitted 2,500 words reports for each of the user study findings, and delivered final presentations to the C3ai product team of 8 members, showcasing remarkable presentation skills.

Accompany | Interaction Design Course Project

Sep 2021 - Dec 2021

- Developed, designed, and prototyped a mobile app to protect the safety of female travelers at night using the results of UX research.

UM Hillel | Client-based Consulting Course

Sep 2021 - Dec 2021

- Prepared and provided final reports to 5 stakeholders and upper management, as well as delivered the presentation to 100+ clients.
- Simplified problems with the UM Hillel institution's reimbursement procedures through contextual investigation, in-depth interviews, and affinity diagram analysis, portraying strong organizational skills.

Listand Me | Independent Research Study Project

Sep 2020 - Nov 2020

- Resolved the parent-child communication problem by creating social media apps with message boards and open forum features.

SKILLS/TECHNICAL EXPERIENCE

Technical: HTML & CSS, JavaScript, jQuery, Python, C#, Git/GitHub

Tools: Figma, Sketch, Photoshop, InDesign, Illustrator, Adobe XD, Axure, InVision, FairyGUI, Unity, Miro

Design: UX Design, UI Design, Visual Design, Sketching, Storyboarding, User Flows, User Journeys, Wireframing, Prototyping

Research: Competitive Analysis, Interviews, Contextual Inquiry, Cultural Probe, Affinity Diagramming, Surveys, Statistical Analysis, Diary Studies, Heuristic Evaluation, Usability Testing, Personas

OTHER

Interests: Moba Gaming (Honor of Kings), Chinese Zither (level 10), Photography, Cooking

Languages: Mandarin (native), English (proficient)