

Weizhi (Vicky) Li

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Highly-qualified, passionate & detail oriented Product Designer with **6+ years** of experience seeking Designer position based in **Raleigh, North Carolina**. Portfolio available at <http://weizhiux.com/>

Professional Experience

Mobile UI/UX Designer

05.2020 – Present

IQVIA

- Create mockups and simulations to provide an accurate, graphical user interface representation, thereby facilitating successful solution design and development.
- Support the implementation of robust mobile applications in the clinical research industry
- Collaborate with developers to ensure adherence to business requirements and design specifications.

UI/UX Designer (Consultant)

12.2017 – 08.2019

Intelligaia (Cisco)

- Synthesizing large sets of data into visualizations that make up innovative, easy to understand, and actionable insights for end users (primarily analytics tools for enterprise management).
- Supported an innovative identity platform at Cisco by providing rapid, intuitive UX designs for enterprises application and management.
- Successfully improved users' experience by simplifying the cross-launch portals process into one management system.
- Working closely with Cisco Entitlement & Assets team to redesign and provide better experiences for their applications.

UX Designer

08.2014 – 08.2017

8sian Media Corporation

- Increased YouTube viewership from 30 million to 150 million monthly views.
- Operated the largest Asian American-targeted out-of-home (OOH) digital TV signage network with over 100 signed locations reaching over 3 million viewers per month.
- Designed the cloud-based multi-screen, multi-platform & content network accessible thru web, mobile smartphones, tablets and digital signs offering multiple touch & access points.

Skills & Tools

- Tools: Figma | Sketch | Photoshop | Illustrator | InDesign | InVision
Principle | After Effects | WordPress | Google Analytics
- Design: Wireframes | Rapid Prototyping | Interaction Design | User Flows
Usability Testing | User Research Design | Information Architecture
- Programming: HTML5 | CSS3 | JavaScript | Front-end Development | D3

Education

- M.S. in Media Arts & Science, 2014, Indiana University, Indianapolis, Indiana
- B.S. in Digital Communication, 2012, University of Shanghai for Science and Technology, China