

CHENYAN LI



Designer | Traveler | Language Enthusiast

 lichenyantom@hotmail.com

 lichenyantom.com

 linkedin.com/in/lichenyantom/

Nelson Mandela said "If you talk to a man in a language he understands, that goes to his head. If you talk to him in his language, that goes to his heart." As a passionate traveler, I am keen on learning the local language and talk as locals. In terms of design, I follow the same philosophy of speaking the same language as the users to build empathy.

EXPERIENCE ■

Senior UX Designer | 04.2022 – Present **UX Designer** | 08.2020 – 03.2022

Renovation Brands LLC., Remote

- Optimize conversion rate on the B2C side of the business and improve sign-up rate on the B2B end
- Conduct quantitative research through analytics and qualitative research with various stakeholders
- Build information architecture for the e-commerce websites and improve visual presentations
- Plan and report A/B testings and usability testings in agile development environment
- Develop design systems for portfolio brands

Industrial & Experience Design Intern | 05.2019 – 08.2019

Kohler Co., Kohler, WI

- Researched megatrends and customer interaction experience with Kohler brand
- Designed a future retail experience intending to acquire customers at the front stage

Product Designer | 06.2017 – 05.2018

Group III International Inc., Pompano Beach, FL

- Created backpack designs for the 2019 "Back to School" season
- Researched color and material in belts and wallets design for Target buyers
- Photographed backpack and accessories samples and processed pictures for customers
- Designed an archive system to manage backpack and accessory samples

Industrial Designer | 08.2014 – 05.2015

The Ohio State University Center for Automotive Research, Columbus, OH

- Designed and modeled the electric racing motorcycle RW-3 fairing with the aerospace engineering, mechanical engineering, and electrical engineering teams
- Manufactured the fairing with the aerospace engineering team

SKILLS ■

- Figma and Adobe XD
- Google Analytics
- Hotjar
- Adobe Creative Suite
- Basic HTML and CSS
- Digital and hand sketching
- 3D modeling
- Rapid prototyping
- English, Mandarin, German

EDUCATION ■

MFA in Integrated Design | 05.2020

College for Creative Studies, Detroit, MI

Overall GPA: 3.68/4.00

BS in Industrial Design | 05.2017

The Ohio State University, Columbus, OH

Overall GPA: 3.77/4.00

HONORS ■

- Indigo Award 2022 Gold Winner
- iF Design Talent Award 2021
- 2017 Industrial Designers Society of America (IDSA) Student Merit Award and IDSA Central SMA Finalist