


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

- Designed new product page experience and increased the conversion rate of one of the portfolio brands (annual online rev. 11M+) by 30% within 15-day testing period
- Improved pro customers signup rate on one of the portfolio brands by 24% within 30-day testing period
- Led collaboration with development team and modified product page from viewport-width based to breakpoint based which resulted in a 12% gain in conversion rate
- Plan and report A/B testings and usability testings in agile development environment
- Develop design systems across 8 portfolio brands
- Grab all teammates profile pics and turn them into animated emojis 🥰

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 upper funnel

Product Designer | 06.2017 - 05.2018

Group III International Inc., Pompano Beach, FL

- Created backpack designs for the 2019 "Back to School" season with brainstorming, sketching, and CAD
- Researched color and material in belts and wallets through various media platforms and design for retailer Target
- Photographed backpack and accessories samples and processed pictures for customers
- Designed an archive system to manage backpack and accessory samples
- Cooked lunch for coworkers during the holidays 🍱

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 which finished second in 2015 Pikes Peak hill climb
- Collaborated with with the aerospace engineering, mechanical engineering, and electrical engineering teams in motorcycle fairing designs
- Manufactured the fairing with the aerospace engineering team

SKILLS ■

- Usability Testing
- A/B Testing
- Data Analytics
- Heat-mapping
- Sketching and Wireframing
- Rapid Prototyping including 3D Printing
- Basic HTML and CSS
- English, Mandarin, German

TOOLS ■

- Figma and Adobe XD
- Google Analytics, Optimize
- Adobe Creative Suite
- Miro, MS Whiteboard
- SolidWorks

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