

李芷莹

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教育背景

英国金斯顿大学	用户体验设计 - 理学硕士	2024.09 - 2025.11
GPA: Distinction (卓越毕业生)		
佛山大学	工业设计 (用户体验和服务设计方向) & 金融学 - 双学位	2020.09 - 2024.06
GPA: 86/100, 专业前 5%		

实习经历

上海趣申请科技有限公司	2024.05 - 2024.09
用户体验设计师	浙江杭州
<ul style="list-style-type: none">深度参与产品从概念构思、用户研究、原型设计到最终产品发布的全链路设计流程。跨团队高效协同产品及技术团队, 紧密跟进研发走查, 确保设计方案的高还原度与高质量落地。主导量化与定性用户测试, 覆盖目标人群 50+ 人次, 在紧凑周期内完成 5 轮设计迭代; 通过多维数据分析精准捕捉体验痛点, 有效规划产品迭代路径, 并输出长效优化方案指导后续研发。	
佛山市创新设计研究院	2021.09 - 2022.02
工业设计师助理	广东佛山
<ul style="list-style-type: none">参与研究院《CMF 设计月刊》的策划与统筹编辑, 并针对 5 款前沿产品进行多维度 CMF 趋势分析, 撰写报告。负责公司 LED 发光风铃等创新项目的前期调研, 梳理设计机会点, 为核心设计方向提供扎实的数据与理论依据。	

项目经历

FurniGo 针对学生的家具租赁平台 - UX&UI	2026.03 - 2026.04
<ul style="list-style-type: none">独立完成早期用户深度访谈、痛点提取、用户画像构建到高保真原型输出的端到端设计, 聚焦学生高频搬家场景构建核心功能, 通过反馈测试快速验证设计假设。将 AI 自动化工具引入全链路 workflow, 熟练运用 Claude + Figma 驱动 UI 设计并通过 Claude Code 自动化技术生成高质量、响应式的前端代码, 缩小设计稿与最终实现的还原落差。	
WildLoop 面向户外爱好者的自然探索 APP - UX&UI	2025.05 - 2025.09
<ul style="list-style-type: none">围绕户外探索场景开展深度用户访谈, 独立完成从用户访谈到高保真原型的全流程设计, 经两轮可用性测试迭代, 任务完成率达 100%, 系统可用性量表分数为 86.38/100。敏锐捕捉市场空白, 打破传统工具的碎片化状态, 创新性将“户外安全导航”与“生物多样性识别工具”结合; 主导从零到一的一体化方案设计, 融合动态路线规划与实时生态预警功能, 填补了户外细分市场的体验断层。	
Finspire 情绪驱动型理性消费管理 APP - UX&UI	2025.01 - 2025.03
<ul style="list-style-type: none">深入研究行为经济学相关理论(如即时满足偏差、心理账户、助推机制), 为产品决策提供理论依据, 将抽象的行为模型转化为情绪签到与反思推送等具体干预设计, 让每一处交互都有据可循。规范化搭建可复用设计系统, 统一全局视觉规范与核心组件, 保障体验一致性并支持功能快速扩展。	

Zhiying LI

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EDUCATION

Kingston University

London, UK

MSc User Experience Design (Distinction)

Sep. 2024 - Nov. 2025

Foshan University

Foshan, China

BEng Industrial Design & BSc Finance (First Class)

Sep. 2020 - Jun. 2024

WORK EXPERIENCE

AiApply LLC

Hangzhou, China

User Experience Designer

May 2024 - Sep. 2024

- Drove in the end-to-end UX design process from concept, user research, prototyping to final product launch.
- Collaborated with product and engineering teams; conducted Design QA to ensure high-fidelity implementation.
- Led user testing for 50+ participants across 5 rapid iterations, utilizing data analysis to guide product roadmap.

Foshan Institute for Innovation Design

Foshan, China

Assistant Industrial Designer

Jun. 2021 - Jan. 2022

- Authored CMF trend analysis reports for 5 cutting-edge products in the CMF Design Monthly.
- Conducted user research and competitive analysis to secure data-driven design directions.

PROJECT EXPERIENCE

FurniGo: Student Furniture Rental Platform (UX & UI)

Mar. 2026 - Apr. 2026

- Delivered end-to-end designs from user interviews to high-fi prototypes, validating features for student relocation.
- Integrated Claude and Figma into the workflow, leveraging Claude Code to generate code and narrow handoff gaps.

WildLoop: Nature Exploration App for Outdoor Enthusiasts (UX & UI)

May 2025 - Sep. 2025

- Designed the full experience loop; achieved a 100% task completion rate and an 86.38 SUS score via usability tests.
- Unified navigation and biodiversity tools into a 0-to-1 app, integrating route planning with real-time ecological alerts.

Finspire: Emotion-Driven Rational Consumption Management App (UX & UI)

Jan. 2025 - Mar. 2025

- Applied Behavioral Economics (Nudge theory) to design evidence-based features like emotional check-ins.
- Built an atomic-level reusable design system to ensure multi-platform consistency and agile scaling.