

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
<i>User Experience Designer</i>	May 2024 - Sep. 2024
<ul style="list-style-type: none">▪ 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
<i>Assistant Industrial Designer</i>	Jun. 2021 - Jan. 2022
<ul style="list-style-type: none">▪ 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
<ul style="list-style-type: none">▪ 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
<ul style="list-style-type: none">▪ 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
<ul style="list-style-type: none">▪ 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.	