

# Natalie Li

UX/UI designer

Email: [yunya316@gmail.com](mailto:yunya316@gmail.com)

Tel: 0272986822

Portfolio:

<https://www.natalielidesign.com/>

## EXPERIENCE

### ***FIS - Design and Usability Analyst***

Sept 2023 - Nov 2024

- Collaborate with UX, product, business and dev teams to facilitate human-centric design within the company. Assist in driving the Design Thinking session and help the team understand users journey and pain points, which encourages FIS Asset Finance to transform from tech-focused product to be more user experience - focused product.
- Focused on mapping user journey and creating low-fidelity and high-fidelity wireframes and prototyping.
- Constantly worked with the business and product teams to make design iterations based on the business requirements and user feedback.
- Also worked on creating design components and design system and illustration design including icon design and graphic design.

### ***XingTu (StarPicture) - UX/UI Designer (Freelancer)***

Mar 2023-June 2023

- Focused on creating high-fidelity wireframes and data visualisation for mobile devices and large screen monitors, which provides managers and operation specialists with suggestive and intuitive business insights for decisions making.
- Worked with product managers and tech lead to clarify stakeholders' requirements and needs and provided optimal UX solutions and visual design.
- Worked on pieces of visual design tasks, including poster and App ad pop-ups

### ***Booster- UX/UI Designer (contract)***

Jan 2022-Nov 2022

- Worked with the team and created the prototypes for the mortgage web page, application process, mortgage calculators and mortgage dashboard at the member portal.
- Conducted UX research to work out product features and user flows and created the usability testing plan to collect feedback and make iterations. Worked with the senior finance manager and developed the information architecture and user flows for insurance.
- Provided UX solutions for retirement buckets.
- Gathered requirements from the marketing team and made iterations on the current mobile application.
- Communicated with devs for the implementation of the design.

## UX RESEARCH AND ANALYSIS

User Interview  
Survey  
Guerilla Testing  
A/B Testing  
Affinity Mapping  
Personas  
User story  
Card sorting

## UX AND VISUAL DESIGN

Wireframing and Prototyping  
Graphic Design  
3D modelling  
Motion Design

## UX TOOLS

Sketch  
Figma  
Axure  
Invision  
Principle  
Adobe suite ( XD, AI, AE)  
Collaboration tools (Slack, Mural, Miro, Trello, Zoho, Jira)

## ***Argos Solutions - UX/UI Designer***

Oct 2020 - Jan 2022

- Collaborated with teams to provide optimal UX solutions for old finance software.
- Built design system and components for the new interface.
- Closely worked with the software support team to understand users' needs and pain points.
- Provided prototypes which include the onboarding process, user management, system settings, Call Accounts Modules, CRM and accounting management.

## ***TradeMe New Zealand - UX Researcher***

Sep 2019 - Nov 2019 - MUXD Project

- Identified the research objectives and goals.
- Crafted out the survey and interview questions to discover young New Zealanders' motivations, needs and expectations when shopping online and in-store.
- Recruited 25 participants aged 18-26 for the contextual inquiry interview.
- Discovered four mindsets behind young New Zealanders' shopping behaviours.

## ***Google - UX/UI designer***

March 2020 - May 2020 - MUXD Project

- Implemented AI technology to provide optimal solutions to the problematic internet use.
- Created a new feature to manage and control users' internet usage. It includes internet usage insights, time limit settings and AI therapists.
- Designed AI chat, mood tracking, user task tracker, animated chat dialogue and mood wheel.

## ***Changsha Planning and Design Institution - Tourism Planner and Designer***

Feb 2019 - April 2019

- Conducted site research and created spatial analysis maps.
- Assisted in the Bela tourism town plan and concept design.
- Worked with the team to create master plan maps, 3D models and visual effects for tourism attractions.

## ***Beijing Huigu Tourism Planning and Design Company - Tourism Planner and Designer***

June 2018 - Dec 2018

- Conducted urban planning research and documented research materials and analysis.
- Created traffic analysis maps, nearby attractions maps and planting

distribution maps.

- Participated and assisted in signage design and 3d modelling for the Tuopai factory renovation project.
- Participated and assisted in site research and creation of site analysis maps for Shizhufeng Mountain Resort.

## EDUCATION

### **Master Degree of User Experience Design - Wellington**

Jul 2019 - Jul 2020

Victoria University of Wellington

### **Master Degree of Urbanism- Sydney**

Mar 2016 -Mar 2018

University of Sydney

### **Bachelor Degree of International Tourism Management - Macau**

Sep 2010 - Sep 2014

Macau University of Science and Technology