

Xiyu Li (Kathy)

Product Designer

✉ xiyu524@gmail.com

☎ 647-915-9819

🌐 www.kathyllxy.com

WORK EXPERIENCE

RED ACADEMY

Toronto, Canada

UI Designer

Sep 2019 - Dec 2019

- **Ramenpay** - Developed standard UI components for a mobile app and rebranded the company with new logo and style guide.
- **Sahtú Adventure** - Adapted an established brand to fit within UI components for a responsive website.

UX Designer & Project Lead

Jun 2019 - Sep 2019

- **Epoch** - Redesigned a responsive HR dashboard to streamline the process of organizing and tracking employee events to achieve greater engagement.
- **ROM Coach** - Designed a mobile app that helped active people prevent injuries and increase mobility by educating them with customized exercise videos.
- **Furious Fur** - Designed an eCommerce website that created a new revenue stream for an international fashion brand.

ALVAREZ & MARSAL LLC

Houston, TX

Financial Consultant

Jun 2016 - Oct 2018

- Provided financial expertise through data analysis and modelling to help prominent law firms resolve commercial litigations.

NATIONAL OILWELL VARCO

Houston, TX

Business Strategy Manager

Jan 2016 - Jun 2016

- Built relationships with clients to identify business opportunities and promote long-term cooperation.

Market Research Analyst

Jun 2013 - Dec 2015

- Supported Chief-level decision-making through strategic analysis and development planning.
- Produced competitor and customer intelligence reports for different divisions inside the company.

SKILLS

RESEARCH

User research
Market research
Usability testing
Data analysis

DESIGN

UX/UI design
Wireframing
Prototyping
Interaction design
Responsive design
Animation design
Logo design

SOFTWARE

Adobe XD Photoshop
Sketch Illustrator
Figma Keynote
Invision Excel

OTHERS

Agile and Scrum Methods
Client presentation
Project Management

EDUCATION

RED ACADEMY

UX/UI Design Certificate

Jul 2019 - Dec 2019

CARNEGIE MELLON UNIVERSITY

Master of Statistics

2012 - 2013

DICKINSON COLLEGE

Bachelor of Math & Econ

2008 - 2012