

Xiangruo (Reina) Li

Product Design, Design Strategy

4158810796 | reinali158@gmail.com | Berkeley, CA (open to relocation)

Product Designer who leverages extensive background in design strategy to better shape user experiences and aligning business goals. Experienced in design, research, and marketing industries. Recognized for innovation, diversity of scope, and curiosity.

Portfolio

<https://reina-li.com/>

LinkedIn

<https://www.linkedin.com/in/reina-xiangruo-li/>

Fluent in Chinese and English

SKILLS

User Research, Wireframing, User Flows, Mock-ups, Process Flows, Storytelling, User Testing, Storyboarding, Prototyping

Tools

Figma, Sketch, Adobe Creative Suite, HTML, Invision, CSS, JavaScript, Rhino.

EDUCATION

University of California, Berkeley

Master of Design, Human Computer Interaction (HCI)
Aug 2023 - Dec 2024

Pratt Institute

Bachelor of Arts, Interior Design and Graphics
Aug 2019 - May 2023

WORK EXPERIENCE

UI/UX Design Intern

Xiaomi, Beijing | Jun 2023 – Aug 2023

- Developed and produced over 20 MI Phone visual design themes weekly resulting in 16 being published to 23 countries and an increase in download rate by 13% in Europe and Brazil.
- Lead user research and product development process within team of 10 including dark/light mode transitions, enhancing user experience.
- Designed and wireframed over 50 UX frames prototypes for MI phone app store on Android achieving perfection of MIUI 15 log in and ranking proposal.

Visual Designer, Design System

The Blum Center for Developing and Economics, Berkeley CA | Jan 2024 – Now

- Established and designed a comprehensive design system for the Blum Center, impacting over 100 students.
- Customized 20+ graphic design advertisements, showcasing a commitment to creativity and design innovation.

Sustainability Researcher and Strategy

Lawrence National Science Laboratory, Berkeley CA | May 2021 – Aug 2021

- Reduced site energy use up to 90% for the Kirk Neighborhood by strategically grouping Energy Efficiency Measures base on analytical research and iterative testing.
- Researched, wrote, and presented a white paper on energy efficiency retrofitting, resulting in acceptance into 2022 Building Performance Analysis Conference.

Design and Strategy, Intern

European Design Center, Milan Italy (remote) | May 2020 – Aug 2020

- Coordinated over 20 consultants and logistic exports to research user-focused design, synthesize market insights resulting in an exceptional e-commerce delivery experience for buyers during the pandemic.
- Designed and implemented eight interactive media layouts for Milan Design Week, hosting up to 50 people.

Awards & Achievements

- Adobe XD + Netflix & Adobe XD+ Amazon: Achieved a top 5 percentile score of 84.5 out of thousands of other competitors worldwide.
- Published two logos for the R&D 100 Award winning building energy simulation tools: the City Buildings, Energy, and Sustainability (CityBES) and the Commercial Building Energy Saver (CBES) for Lawrence Science Laboratory.