

INFO

415.606.2172

haizhen1220@gmail.com

<http://haizhen1220.com/portfolio/>

427 Stockton Street
San Francisco, CA94108

EDUCATION

Academy of Art University (AAU) 2019 - 2020

Major: Web Design
Studying for a master's degree

Xi'an International Studies University 2010 - 2014

Major: Broadcasting and Hosting
Undergraduate

SKILLS

UI/UX Design

Graphic Design

Motion Graphics

Languages

English: IELTS overall 7;
speaking 7.5

Mother Tongue: Chinese

Tools

Sketch, Figma, XD, Illustrator,
After Effects, Premiere,
InDesign, Photoshop

User Experience

User Interview, Survey, Persona,
Competitor Analysis, Usability
Testing, A/B Testing, Empathy Map,
Information Architecture, Interface
Design, Storyboard, Rapid
Prototype, User Flow, Wireframe

Development

HTML, CSS, JavaScript,
jQuery, MySQL.

*Responsive Interface



HAIZHEN LI

UI/UX DESIGNER

Curriculum

Front-End, User Experience Design, Digital Graphics, Visual Design & Typography, Mobile Web, Human Centered Design, and Back-End, etc.

WORK EXPERIENCE

WiseLive, Inc.

6/2020 - Present

UI/UX Designer

- Web Interface design (Coediting, Style Guide, Typography)
- Prototyping, Competitor Analysis, A/B Testing, Usability Testing, Information Architecture
- Poster and Banner design (Design posters with different styles according to the theme)
- Project QA & Improvement (According to the priority and workload of the development team, take charge of testing the function and design standard of the web pages.)
- Front-end development

Time Reaction (Media Company)

2016 - 2017

Branding Visual Design

- Responsible for brand promotion by using graphic design, multimedia, and photography
- Connect with customers, understand and analyze user needs
- Promotional video shooting, editing, dubbing, and motion graphics
- Design business cards, letterheads, commercials, patterns, and logo

Hainan Airlines

2014 - 2016

Flight Attendant

- Aviation safety and emergency evacuation (emergency handling and pressure coping ability)
- Cabin crews cooperation (teamwork, communication, organization, and coordination)
- Customer understanding (observe and identify user needs and psychology, effectively handle customer complaints and disputes)
- English flight broadcast level A

Shannxi Daily official website (sxdaily.com.cn)

7/2013 - 2/2014

Anchor and Journalist

- Broadcasting and communication skills
- Knowledge and understanding of the social environment
- News editing and production, video editing, and dubbing
- Audience psychology

Hills Hospitality Management, South Dakota - SC (A work and travel program for undergraduate students)

6/2011 - 9/2011

Trainee at the Keystone Travelodge Hotel

- A close encounter with American cultures for the first time in my life. It provided me with an opportunity to raise my English proficiency and my international communication skills.