

# JURAN LI

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## EDUCATION

### Cornell University

2021 - 2022 @ Ithaca, NY  
Master's, Information Science  
- HCI & UX track (STEM)  
GPA 3.93/4  
Coursework: HCI, PM, On-Skin Interface, Data Viz

### University of Illinois at Urbana-Champaign

2016 - 2021 @ Champaign, IL  
Bachelor's, Architectural Studies  
Art + Design minor  
GPA 3.76/4, Major 3.93/4  
Graduation High Honor  
Dean's List (2016 - 2021)  
Earl Design Prize (Nomination)

## SKILLS

### Research & Design

User & Contextual Research  
Interaction Design  
User Flows / Wireframing  
Storyboarding  
Experience Mapping  
Service Blueprint  
Information Architecture  
Rapid Prototyping  
User & Usability Testing  
Inclusive Design  
Architectural Design  
Visual Design / 3D Modeling

### Tools

Figma / Axure / Sketch  
Adobe Creative Suite  
HTML / CSS / JavaScript  
Vue / Arduino / Processing  
AutoCAD / Revit  
Rhino / SketchUp / C4D

### Languages

Mandarin, Native  
English, Fluent  
Japanese, Intermediate  
Cantonese, Intermediate

### Certificates

Google UX Design Professional, Google Digital Marketing, Project Management

## EXPERIENCE

### EY, UX Consulting Co-op

Consulting, Assurance, Tax and Transaction Services Jan 2022 - Present @ Ithaca, NY

- Led the research and design for an innovative and systematic engagement tracking productivity tool that tracks employees' time in various activities, applications and administrative platforms in background, maximizing timesheet efficiency and accuracy by automation.
- Conducted mixed-method research through user & stakeholder interviews, field studies, market assessment, and competitive analysis to create consultant experience map and identify pain points and opportunities.

### Zinnia Health, Product Research & Design Intern

Addiction Treatment & Mental Health Services Nov 2021 - Present @ Ithaca, NY

- Collaborated with cross-functional partners, including product owners, developers and marketing, to accomplish objectives and iterate through sprints.
- Orchestrated the end-to-end product development process: research, definition, design, build, test, release, and multivariate & A/B testing to guide design iterations to deliver engaging user experience and visual designs.

### Assurant, Inc., UX Research & Design Co-op

Risk Management Products & Service Sep 2021 - Dec 2021 @ Ithaca, NY

- Developed roadmap and kanban board to manage the agile development process.
- Planned and executed mixed-method research with surveys, user interviews, competitive audits, and investigation of navigation strategies, trends and usability standards to document experience gaps, identify opportunities and inform the design.
- Collaborated with cross-functional stakeholders to identify business strategies and objectives.
- Led the design through iterative ideation, prototyping and usability testing sessions.
- Innovated global navigation strategies and delivered fully integrated B2C websites with one-stop hub navigation experience that bridges multiple product lines and business units.
- Increased cross-product sale by 67%, improved cross-product accessibility, and advanced Assurant's brand recognition.

### Cornell University, Graduate Teaching Research Specialist

Bowers College of Computing and Information Science Aug 2021 - Present @ Ithaca, NY

- Tutored INFO 4340 App Design & Prototype students in the end-to-end development of Progressive Web App (PWA) project by delivering office hours, class recitations, and design critiques.

### Motorola Solutions, Inc., UX Design Intern

Telecommunications Products, Solutions & Services Apr 2021 - Aug 2021 @ Champaign, IL

- Redesigned, evaluated, and optimized system features and interfaces of *MultiSight*, a Video-as-a-Service mobile app, and *SmartControl*, a mobile app of toolsets for V300 body camera.
- Developed and iterated responsive UX components, wireframes, and interactive prototypes.
- Presented design iterations and clarified sprint plans with cross-functional partners including development team, industrial designers and product managers.
- Investigated storytelling tools to improve the effectiveness and efficiency of design workflow.

### Product Interaction Research Lab, Design Research Team Lead

University of Illinois - College of Fine + Applied Arts Aug 2019 - Dec 2019 @ Champaign, IL

- Led an interdisciplinary team to reimagine and prototype a convertible sofa design with innovative mechanism, optimized user experience, and excellent market feasibility for LumiSource LLC.