

ELAINE(YIRAN) LI

<http://www.yiranthedesign.com>

Senior Experience Designer at Autodesk, inc.

yiranliUX@gmail.com | +1 781 462 7216 | Boston, MA, USA | MID 2011' | Georgia Tech | CUA

Experience

08/2015 – Present: **Senior Experience Designer, Autodesk, inc.**

- Partner with business strategy group and product managers to develop product vision and strategy, communicate with global agile develop team to deliver cloud based service to over 1 million customers, generating half a billion ARR. Our portfolio covers desktop, web and mobile platform.
- Conduct user research with qualitative and quantitative methods. Document customer journey map to influence business directions.
- Lead global UX analytics champion group to drive design decisions based on analytics data. Intermediate knowledge of analytic tools such as Looker, ELK/Kibana.
- Facilitate design co-create workshops with customers and internal stakeholders. Serve as regional site lead to promote design thinking across all professions within the company.
- Expert knowledge of Adobe Creative Suite, Axure, Sketch/Invision to produce low-fi and high-fi mockup and evaluate with customers. Contribute to UX platform guideline and share with design teams globally.

10/2012 – 08/2015: **User Experience Designer, Vision Solutions, inc. (Now Carbonite, inc.)**

- Serve as a key role in leading the experience transformation of company's desktop to cloud business. The successful experience design attracted \$65.25 million acquisition.
- Work with product strategist and technology architects to define vision and direction of enterprise SaaS business. Brainstorm use scenario, information architecture, design wireframe and visual presentation for big data applications across thick client, web, tablet and mobile platforms.
- Help the company create user centric culture, educate architects and developers about the importance of good UX design.
- Research web UI framework and build responsive user interface. Lead UI/UX team to document design guideline (HTML,CSS,Javascript) for web application.
- Conduct usability test with end users, debrief the feedback and convert them into design content.

06/2011 - 10/2012: **Software Product Designer, Bentley Systems, inc.**

- Design BIM (Building information modeling) software workflow based on use scenario.
- Create interface concept for 3D modeling software and prototype interactive GUI for apps on different platforms.
- Research and summarize UX guideline for product line.

01/2010 - 05/2011: **Graduate Research Assistant, Center for Assistive Technology and Environmental Access (CATEA), Georgia Institute of Technology**

- Assistive mobility equipment design, interface design and usability test, in collaboration with Shepherd Center.

Education

08/2009-05/2011: **Master of Industrial Design, Georgia Institute of Technology, USA, GPA: 3.75**

Course: Human computer interaction/ Universal design/ Prototyping & Interface Design/ Creativity & design cognition

09/2005-06/2009: **Bachelor of Engineering, in industrial design, Nanjing Forestry University, China, GPA: 3.64**

Course: Ergonomics/ Design Psychology/ Computer Aided Design/ 3D Modeling/ C Programming

Qualification

7+ years of professional experience with User Centered Design (UCD) method, highly skillful in handling different methods to observe and understand use scenario and market requirements. Excellent skills of user observation/interview, contextual inquiry, customer journey map, information architecture, wireframing, low-fi and hi-fi prototype, heuristic evaluation and usability test.

3+ years of professional experience as design lead in building product strategy and vision, advocating for a product ecosystem that is modern, connected and insightful.

3+ years of experience working with data analyst building “democratizing data” strategy, and drive design decisions based on data.

3+ years of experience building and promoting design communities, offering trainings such as “What’s on your radar” “Rose bud and Thorn” to people who does not have design background, so they can solve other business problems with design thinking.

Expert knowledge of color theory, layout, typography and navigation principles, skillful in presenting ideas with fast sketching, information visualization, etc.

Strong communication skills to facilitate discussions between customers and stakeholders.

Skills

UX Prototyping	Adobe Photoshop/ Illustrator/Sketch/Invision/Axure
Coding	HTML/ CSS/ JQuery / AngularJS (Basic)
Industrial Design	Autodesk Products/ Rhino/ Solidworks
Data analytics	Looker/ Splunk/ Elk/ Kibana (Intermediate)

Certification

Certified Usability Analyst, Human Factors International, License No.2013-4336
The Intermediate-Level English Interpretation Accreditation (Chinese - English)
National Certificate of C programming (Intermediate Level), China

Honor + Award

- 2018 Speaker of “A Guide to Data Visualization” at annual UXPA Conference, Boston, MA
Speaker at Autodesk TechX Conference, Detroit, MI
- 2015 “2014 Annual SuperNova” award as the highest company recognition for design work at Vision Solutions. Inc., Indianapolis, IN
- 2014 2nd place in “Design Idol” at Vision Solutions. Inc., Indianapolis, IN
- 2013 Voted as “Design Idol” for “Most Innovative Solutions” at Vision Solutions, Inc.
- 2011 Finalist and exhibitor of “Airline Luggage Notification System” at Georgia Tech “Geeks, Gadgets, Gizmo” Showcase Competition, Atlanta, GA