



**LI RUI** 27 yr old Female

<https://liruiportfolio.github.io>

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**Work** **TikTok/UX&UI Designer** / Beijing, China / Nov 2022 - Current

- Led the design owner for TikTok LIVE multi-guest business, managing 60 requirements independently. Delivered substantial projects in areas including foundational experiences, gameplay, tools, and revenue generation. Additionally, independently designed the MVP version of the voice chat room product
- Participated in foundational experience design for streamers, including redesigning the pre-broadcast page and optimizing tools and interaction panels for broadcasters during live streams.
- Self initiated a design optimization activity, leading internal designers for focused reviews, streamlining and packaging experience enhancements. As a result, I wrote 5 design requirements and progressively pushed them towards deployment.

**Shopee/UX&UI Designer** / Shenzhenm China / Jun 2021 - Sep 2022

- Shopee is one of the biggest e-commerce platform in South-Eastern Asia. I'm responsible for the Shopee Live product design on both mobile and web. I've launched a design-driven project which is to optimize the cover image in Shopee Live landing page. It brought an increase of 37.5% to the land page's traffic conversion.
- In the design team, I've organised and led a design workshop called 'explore the user journey on Shopee Live', which helped to enrich the design optimisation pool for the team.
- I wrote Label guideline for unifying the access to live streaming from different contexts through a standard rule set and a UI component. It helped improve the work efficiency in cross-team collaboration.

**WEREA s.r.l. / UX&UI Design Intern** / Milan, Italy / Jul 2020 - Dec 2020

- I worked on the product design for SweetHive, which is a B2B online collaboration platform.
- Designed a logo for Contesto Scuola, which has been published online.

**Lenovo / UX&UI Design Intern** / Xiamen / Dec 2017 - Mar 2018

- Design mobile interface for Motorola's smartphones. I've designed a mobile phone theme for Valentine's Day

**Education** **Politecnico di Milano / Master Degree / Interaction Design** / Milan, Italy / Sep 2018 - Apr 2021

- I studied UX Design, Inclusive Design, Virtual and Physical Prototyping, and obtained good scores. I made an interactive entertainment bus advertising project with my teammates in the collaborative design lab with JCDecaux Italy. Eventually, our design proposal was exhibited on Shanghai West Bond Art Centre.

**Université de Nîmes / Erasmus Exchange / Service Design** / Nîmes, France / Jan 2020 - Jun 2020

- I studied society service design, ethnographic design research.

**Huaqiao University / Bachelor Degree/Industrial Design** / Xiamen, China / Sep 2014 - Jun 2018

- I won the "National Scholarship" twice, the "Fujian Industrial Design Competition" product design excellence award, the summer school social practice team project "Rural E-commerce", third prize.

**Tunghai University / Exchange Program / Industrial Design** / Taiwan, China / Sep 2016 - Jan 2017

- Studied on Public Service Design, Design Methods, International-culture Design. My practical skills greatly improved here, and my craftsmanship was sold at the Christmas Fair in the campus.

**Skills** **Design Methods:** User Research, Digital Ethnography, UX Mapping, Usability Test

**Design Tools:** Figma, Sketch, Protopie, Adobe suite, HTML5, CSS

**Languages** **English:** Fluent

**French:** Elementary

**Mandarin Chinese:** Native