

QINYU LI

Sr. UX Designer/Product Designer

I am focusing on creating meaningful experiences for people through design.

qinyu.lixmu@gmail.com 

(+49) 17684745051 

<https://www.qinyuli.com/> 

<https://www.linkedin.com/qinyuli/> 

EXPERIENCE

03.2022 – Now

Metro Markets, Senior UX/UI Designer

- Project Leadership: Lead collaborative initiatives with the Product Owner and Tech-lead, leveraging a lean/agile methodology to drive projects.
- Comprehensive User Research: Conduct both qualitative and quantitative research, including interviews, focus groups, usability tests, web analytics, and surveys.
- Design Facilitation: facilitate multi-stakeholder workshops, employing techniques such as sketching, storyboarding, wireframing, and journey mapping to crystallize user-centric solutions.
- UI/UX Architecture: Architect and design the information structure, user interface, and interaction flows for web and mobile e-commerce experiences.
- Strategic UX Development: Formulate and implement UX strategies that are in alignment with overarching business objectives.
- Cross-Functional Collaboration: Forge partnerships with product management, UX researchers, and engineering teams to ensure product launches.
- Mentorship: Act as a mentor and guide for junior UX designers.

11.2016 – 10.2021

Universität Siegen, Associate Design Researcher

- UX lead: Led UX design in two projects.
- User Research: Conducted user research and valid design through data analysis, user testing, and experiments.
- UI/UX Architecture: Created UX Design deliverables (e.g. journey maps, wireframes, UI designs, hi-fi prototypes) based on user insights.
- Cross-Functional Collaboration: Plan and collaborate the development of a high-quality and useful digital product together with developers.

ACADEMIC BACKGROUND

11.2016 - 09. 2021

Ph.D. 'Human Computer Interaction'
Universität Siegen, Germany

04.2015 - 09.2016

Master, 'Integrated design'
Anhalt University of Applied Science, Germany

09.2009 - 09.2013

Bachelor, 'Visual Communication'
Xiamen University, China

CERTIFICATE

08.2022

CPUX – Certified Professional for Usability and User Experience

Authorization to carry courses for examination due to the achieved points.

Professional Skills

User-centered Design
Interaction Design
Qualitative/Quantitative Research
Information Architecture
Storyboarding/ Visual Storytelling
Wireframes
Prototyping (low-fi to high-fi)
Usability test
Graphic Design
Define design system
Lean UX

Toolkits

Figma
Sketch/Invision
Axure
Adobe Suit (Xd Ps Ai Ae Pr Id)
Google Analytics
Condens
Hotjar
Maxqda
Jira

Soft Skills

Presentation
Design Leadership
Interdisciplinary Collaboration
Multi-stakeholder alignment
Workshop facilitation
Project management
Market Research

Language

English: Proficient

German: Intermediate

Chinese: Native

Award

04.2015 - 06.2016

Elite Artist scholarship, China scholarship council
Top3 in Germany

03.2016

Best prize of AR standards Hackathon, RWTH AACHEN

Personal interest

Eating/cooking
Painting
Ceramic
Traveling
Yoga