

Jing Li

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Education

MA in Educational Innovation, Technology, and Entrepreneurship 2017
The University of North Carolina at Chapel Hill

BA in Business English 2010
Shanghai University of International Business and Economics

Research Experience

Webmaster and UX/UI Researcher 2017 - 2018
Renaissance Computing Institute

Responsibilities:

- Conducted user experience research and website analysis;
 - Studied how users interact with the website using data from Google Analytics;
 - Analyzed traffic data for website optimization;
 - Improved website SEO by adding key metadata and consolidating website content.
- Redesigned and implemented the organization website and the content subscription system;
 - Designed surveys to understand user needs and designed weekly newsletters (content and layout) accordingly.
- Designed and developed datamatters.org and southbdhub.com.
 - Full Stack development using WordPress (PHP, HTML, CSS) and database (MySQL).

User Experience Researcher and User Interface Developer 2017
Student Coalition for Action in Literacy Education

Responsibilities:

- Led the redesign work of the website and launched the new website.
 - Interviewed website users to understand their needs;
 - Conducted a comparative analysis and came up with a website change plan;
 - Redesigned the sitemap of the website with organization directors;
 - Implemented a new UI and customized the layout to achieve the desired result;
 - Iterated the design process to optimize the design.

Research Projects

Plant care app research and design 2020
University of Michigan via Coursera

- Conducted user needs assessment using semi-structured interviews and observations;

- Applied user-centered research and design methods include affinity diagrams, survey design, A/B testing, user testing, personas, scenarios, storyboards, wireframes, and prototypes;
- Implemented a new plant care app interface;
- Conducted iterative usability testing to improve the design.

Project “Bubble Math”, a math game for visually impaired children 2017
School of Computer Science, the University of North Carolina at Chapel Hill

- Designed and implemented the game interface;
- Designed game mechanics;
- Conducted user tests with visually impaired children playing the game.

Project “Pokemon World”, a VR game for children to improve visual-spatial memory 2017
School of Education, the University of North Carolina at Chapel Hill

- Defined target learners and the intended learning outcomes;
- Selected VR as the tool to use and developed the game using Unity3D and HTC Vive;
- Conducted user tests for design revision.

Work Experience

Marketing & Communications Executive 2011 - 2015
Translatio (Shanghai) Trading & Consulting Co., Ltd.

- Developed marketing and communications strategies for company brands;
- Managed social media marketing;
- Conducted CRM data analysis.

Certificates

Certificate on User Experience Research and Design Specialization 2019 - 2020
University of Michigan via Coursera

Skills

Development skills: PHP, HTML, CSS, MySQL, markdown

UI/UX and art skills: Sketch, Adobe suite, pixel art design, sketching

Other Skills: Communication, outreach, event management

Reference

Dr. Keith Sawyer, Morgan Distinguished Professor in Educational Innovations, UNC-Chapel Hill

Dr. Diane Pozefsky, Professor in Computer Science, UNC-Chapel Hill

Dr. Shenmeng Xu, Research Scientist, UNC-Chapel Hill