

Kaiyuan Li

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Internships

UX Design Intern – ING Bank Oct 2023 - Feb 2024

Redesigned Global transaction function; Held user research; Motion design; Contributed to design system.

UX Design Intern – Philips Domestic Appliances May 2023 - Sep 2023

Add new functions to Philips Coffee+; Improved smart coffee brewing experience with the development team in Drachten and the UX team in Amsterdam. Rapid prototyping and testing new design ideas.

UX Design Intern – TikTok Mar 2022 - Jun 2022

Improved TikTok Shop Seller Center's websites and apps; Conducted user research with sellers and TikTok's sales, designed TikTok app's shopping UI/UX; Held design workshops inside TikTok about the reconstruction of TikTok's information architecture.

UX Design Intern – MEGVII(World's Top 7 AI company) May 2021 - Sep 2021

MegTech 2021 AI project design lead; Established UX design principle of Megvii and built the design system; Implemented AI algorithms to products with scientists; Designed websites for an internal platform.

University Projects

UI/UX Design – Philips Feb 2023 - June 2023

Designed a digital platform and service solution for Philips to improve patients' user experience of waiting in the emergency department.

AR Game Design – Adelante Zorggroep Sep 2022 - Jan 2023

Conducted user research; Designed an AR game helping pulmonary rehabilitation in Adelante.

Education

Eindhoven University of Technology Sep 2022 - Present

MSc Industrial Design(User experience design track)

Studied HCI user research, rapid prototyping, design with AI, smart sound design, service design, and user experience theories; Designed for Dutch clients like Philips, Adelante, and Repair Cafe.

Art Center College of Design Sep 2021- May 2022

MFA Media Design Practices (Human-Computer Interaction)

Studied interdisciplinary design theories to improve existing user experience challenges. Made design projects with emerging technology approaches such as AR / VR, JavaScript, machine learning, and physical computing.

Communication University of China Sep 2017-Jun 2021

BSc Media Intelligence(Applied statistics track)

Studied customer research, data analysis, data mining, machine learning, economics, finance, and object-oriented programming; Studied Google UX Design Certificate courses; President of Student Union.

Skills & Tools

Design System, Usability Testing, User Interview, CX Research, Heuristic Evaluation, Figma, Sketch, Adobe, Axure, Spark AR, Basics of HTML+CSS+Javascript, Spline, AIGC.