Interests

Explore how AR and VR changes UX design

Test out design ideas with COM-B Model

Skills

User Research

Business Research

Comparative Analysis

Affinity Mapping

Wireframing

Prototyping

User Testing

Design Iterations

Storytelling

Figma

Invision

Revit

Adobe Design Suite

Sketch Up

Lumion

Education

University of Melbourne Bachelor of Environment Major of Architecture

University of Melbourne Master of Architecture

General Assembly, Melbourne User Experience Design

Contact

rebeccali.uxdesign@gmail.com www.linkedin.com/in/rebecca-li-ux

Language

English

Chinese (Mandarin and Cantonese)

Summary

I am an empathetic UX designer who likes to understand what people need and test the feasibility, accessibility and desirability in user experience. I generate design solutions with a COM-B mindset that springs innovations.

Experience

2021-2022 | UX Designer | General Assembly | Time Tink

Conducted an in-depth heuristic analysis on an existing prototype with best design practice guidelines to provide the client with goals for usability testing.

Managed unexpected delays and technical difficulties for usability testing by working in an agile manner.

Delivered client documentation with user flow, journey map and critical insights from usability testing to explain the proposed suggestions and wireframes.

2021-2022 | UX Designer | General Assembly | Climate Reality

Constructed survey and interview to discover users' needs and motivation behind their behaviour through trends and patterns.

Researched the client's strengths and how their target audience for the project differs from their previous users.

Delivered presentation in a storytelling way by setting the stage and showings how one finding leads to the next, which allowed the audience to stay focused on where the solution came from.

2018 - 2021 I Various Architecture Roles

In my architecture experience I developed high level stakeholder engagement, management and communication skills.

Designing and delivering analytical drawings, storyboards, documentation, and researching and synthesising large amounts of information were regular tasks.

While delivering engaging presentations, I developed resilience and was allowed the opportunity to participate in design competitions.

Extra-curriculum

2019 | Architecture Exchange Program | Singapore and Shanghai

Analyzed political and cultural development in an urban context and created visuals to story-tell our findings.

Produced 3D analytical drawings and spatial mapping of demographics and infrastructural relationships to prompt our design concept and presented to international colleagues and supervisors.