

PINGJUN LI

UI/UX DESIGNER

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• PROFILE

I am a designer having an eye for clean and artful design, possess superior visual design skills, be able to translate high-level requirements into world class interface designs with deep focus on balancing people's needs, business drivers and technical possibilities. I am also a talent who can simultaneously crush projects, present ideas, manage stakeholders and go the extra mile.

• EXPERIENCE

Senior Web Designer - Advisible (June 2018 - Present)

Scope and conduct research to meet business requirements and user objectives. Craft insightful and interaction flows, wireframes and high-fidelity prototypes. Plan and facilitate workshops presenting key UX/UI insights. Work with our development teams throughout the Agile. Manage multiple projects at once, making sure 95% of projects delivered on time. Maintain ongoing customer satisfaction. Working closely with marketing team, optimising website user experience and increasing conversion rates.

Freelancer (Dec 2015 - Present)

Working as a freelancer and providing web design and marketing services to my clients. Attending clients' meetings to understand the business objectives and requirements. Designing concept, marketing research, user experience research to meet client's needs. Presenting the finalised work to the client and making adjustments based on clients' feedback.

Web Designer and Developer - Chilli Dee (June 2017 - May 2018)

Working as a web developer and UI/UX designer in ChilliDee, rolling out both print and digital design artwork; Design and develop better responsive website to provide a better user experience for the audiences to increase online conversions.

Web Designer - Remember Creative (June 2016 - June 2017)

Understanding the client needs and developing a concept that matches their requirements. Think creatively and use innovative ideas to roll out design work. Building customised websites to the highest specifications.

• EDUCATION

Bachelor of Information Technology (Graduated 2012)

Nanchang University

• SPECIALITIES

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| ✓ Wireframing | ✓ Web Development |
| ✓ Prototyping | ✓ A/B Testing |
| ✓ Sketch | ✓ SEO Knowledge |
| ✓ Adobe Suite | ✓ User Research |
| ✓ Web Design | ✓ Marketing Research |
| ✓ App Design | ✓ Interaction Research |
| ✓ HTML, CSS & JS | ✓ Paid Ads |