

Zhiying LI

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EDUCATION

Kingston University

London, UK

MSc User Experience Design (Distinction)

Sep. 2024 - Nov. 2025

Foshan University

Foshan, China

BEng Industrial Design & BSc Finance (First Class)

Sep. 2020 - Jun. 2024

WORK EXPERIENCE

AiApply LLC

Hangzhou, China

User Experience Designer

May 2024 - Sep. 2024

- Drove in the end-to-end UX design process from concept, user research, prototyping to final product launch.
- Collaborated with product and engineering teams; conducted Design QA to ensure high-fidelity implementation.
- Led user testing for 50+ participants across 5 rapid iterations, utilizing data analysis to guide product roadmap.

Foshan Institute for Innovation Design

Foshan, China

Assistant Industrial Designer

Jun. 2021 - Jan. 2022

- Authored CMF trend analysis reports for 5 cutting-edge products in the CMF Design Monthly.
- Conducted user research and competitive analysis to secure data-driven design directions.

PROJECT EXPERIENCE

FurniGo: Student Furniture Rental Platform (UX & UI)

Mar. 2026 - Apr. 2026

- Delivered end-to-end designs from user interviews to high-fi prototypes, validating features for student relocation.
- Integrated Claude and Figma into the workflow, leveraging Claude Code to generate code and narrow handoff gaps.

WildLoop: Nature Exploration App for Outdoor Enthusiasts (UX & UI)

May 2025 - Sep. 2025

- Designed the full experience loop; achieved a 100% task completion rate and an 86.38 SUS score via usability tests.
- Unified navigation and biodiversity tools into a 0-to-1 app, integrating route planning with real-time ecological alerts.

Finspire: Emotion-Driven Rational Consumption Management App (UX & UI)

Jan. 2025 - Mar. 2025

- Applied Behavioral Economics (Nudge theory) to design evidence-based features like emotional check-ins.
- Built an atomic-level reusable design system to ensure multi-platform consistency and agile scaling.