Xuning Li

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Experience

Yaotu Technologies | ***UX Engineer*** **Feb 2026 - Present**

- Led 0-to-1 UX design and frontend implementation for a dual-role travel platform, integrating AI-assisted development tools (Codex, Claude Code in Cursor) across the full design-to-dev cycle
- Reduced core task flow from 6 steps to 3 through iterative interaction design and AI-accelerated prototyping, independently shipping across multiple product surfaces without dedicated engineering handoff
- Architected multi-role UI system supporting overlapping user identities, subscription tiers, and context-aware states - confirmed through 3 rounds of task-based usability testing

GE Appliances | ***Interaction Designer*** **Jan 2025 - Dec 2025**

- Overhauled SmartHQ Marketplace navigation using Figma auto-layout and component variants, reorganized product category hierarchy through tree testing, increasing appliance feature findability by 38% and add-to-cart rate by 12%
- Mapped conversation flows for 20+ voice commands in ProtoPie, defined error states and fallback responses based on intent recognition analysis, reducing voice interaction errors by 30% across smart home scenarios
- Built cross-appliance design system with 45+ reusable Figma components (buttons, cards, control panels) and established shared libraries, increasing component adoption to 71% and reducing developer handoff time by 25%
- Analyzed Hotjar heatmaps and scroll maps for 2,500+ marketplace browsing sessions, identified filter abandonment patterns and revamped faceted search UI, improving appliance discovery success rate to 78%

RIT Studio 930 | ***UX Designer*** **May 2024 - Aug 2024**

- Conducted contextual inquiry with 8 healthcare staff and 12 patients, using interview guides and affinity mapping to chart 3 clinical workflows (appointment scheduling, lab results review, prescription refill), uncovering key pain points and shaping design priorities for the patient portal
- Crafted WCAG AA-compliant prototypes in Figma with conditional micro-interactions, confirmed through task-based usability tests to increase patient portal task completion to 89%
- Delivered information architecture recommendations based on card sorting with medical staff, reorganized patient record navigation to reduce projected clinical handoff delays by 20%

Excellus BlueCross BlueShield | ***UX Designer (Industry Collaboration)*** **Jan 2024 - May 2024**

- Conducted moderated usability testing for member portal flows, identified 3 friction points in claims submission process and reworked form fields in Figma, reducing average claim inquiry time by 28%
- Analyzed 1,200+ member service requests and click-stream data from Google Analytics, restructured claims status page IA to decrease policyholder confusion rate from 41% to 15%
- Transformed claims inquiry flow using progressive disclosure for insurance terminology, verified interface clarity through SUS scoring (improved from 3.1 to 4.4/5 across 15 member tests)

PANTASY Bricks | ***Social Media Operations Intern*** **Jan 2021 - Mar 2021**

- Supported brand campaigns by designing responsive website layouts and organizing product content to maintain a consistent brand presence across desktop and mobile.
- Produced product photography assets, promotional banners, and social media ad creatives aligned with campaign goals, supporting a 20% increase in average order value over 3 months

Education

Rochester Institute of Technology | ***M.F.A., Visual Communication Design*** **Rochester, NY Sep 2022 - Dec 2025**

University of Queensland | ***B.Sc., B.InfT, Food Science, Information Technology*** **Australia Feb 2018 - Jul 2022**

Skills

- **Design:** User Research, Usability Testing, Interaction Design, Product Strategy, Information Architecture, Design Systems, Accessibility, Data-Driven Design
- **Platforms:** B2B & B2C Products, Cross-Platform Design, Voice Interfaces, Connected Devices, AI-Assisted Workflows
- **Tools:** Figma, Axure, ProtoPie, Adobe Creative Suite, Midjourney, HTML, CSS, JavaScript, Python, Codex, Claude Code, Webflow