

# Jenny Li (Ruijia)

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## Work Experience

September 2022 - PRESENT

### **Product Designer** – *ICPSR at University of Michigan, Ann Arbor, MI*

- Led UX research including usability studies, heuristic evaluations, card sorting, and journey mapping to improve complex depositor workflows.
- Applied cognitive psychology principles to align metadata terminology and workflow design with depositor mental models, reducing cognitive load and user errors.
- Facilitated design sprints, collaborative ideation, and feature prioritization workshops to accelerate discovery and cross-team alignment.
- Designed wireframes, prototypes, and design system components with WCAG accessibility standards and cross-browser compatibility in mind.
- Designed and prototyped AI-enhanced features to streamline data discovery and data deposit across ICPSR & ISR platforms.
- Defined feature requirements in Jira and supported full product lifecycle execution, from scoping and QA validation to post-release improvements that reduced support ticket volume.
- Engaged with government clients to understand regulatory needs and data governance constraints, balancing these requirements with user experience improvements and product feasibility.

May 2022 - September 2022

### **UX Designer** – *Cohere Marketplace, California, CA*

- Coordinated product delivery with offshore development teams, managing priorities and timeline expectations.
- Conducted competitive analysis, user interviews, and usability testing to guide product positioning and branding.
- Developed product identity including design system, logo assets, and marketing templates.

July 2022 - September 2022, June 2021 - March 2022

### **UX Designer** – *Center for Bioethics and Social Sciences in Medicine, Ann Arbor, MI*

- Conducted UX audits to identify navigation pain points and content findability issues across existing site pages.
- Redefined information architecture and navigation structure to better align with user workflows and healthcare terminology familiarity.
- Executed Drupal-based UX improvements including menu restructuring, page template modifications, and accessibility updates.

### **UX Designer Intern** – *Center for Bioethics and Social Sciences in Medicine, Ann Arbor, MI*

- Applied psychology-informed insights to define user needs and translate them into actionable design requirements.
- Built product branding including a design system, logos, documentation templates, and MailChimp email assets.
- Conducted usability testing with 30+ participants recruited via Instagram ads; improved comprehension, navigation clarity, and task completion rates.
- Analyzed 100+ digital interaction data points from Google Analytics and campaign analytics to guide iterative improvements before launch.

## Cooperative Education Experience

January 2022 - April 2022

### **UX Researcher** – *Clearcover Insurance, Chicago, IL*

- Conducted 6 in-depth interviews and launched a mixed-method survey distributed across multiple platforms, generating 100+ valid responses, to identify key frustration points and decision factors.
- Produced journey maps and professional research reports with 4 actionable strategies for product expansion that support business decisions around onboarding and coverage offerings.

January 2021 - April 2021

### **UX Designer** – *Disability Advocates of Kent County, Grand Rapids, MI*

- Designed a prototype accessibility mapping tool to support accessible travel in Downtown Grand Rapids.
- Conducted 6 user interviews and 6 usability testing with participants with mobility, visual, and hearing disabilities.

June 2019 - July 2019

### **Taxonomist, UX Designer** – *Semantic Web Company, Vienna, Austria*

- Designed and implemented a structured taxonomy and ontology in PoolParty for Starbucks Europe's beverage and food catalog to improve menu consistency and discoverability across digital platforms.
- Prototyped mobile app UI enhancements enabling personalized views of the menu, aligning customization options with user preferences and contextual needs.

## Education

August 2020 - April 2022

### **University of Michigan, Ann Arbor MI** – *Master of Science in Information*

- Focus: Human-Centered Design, User-Centered Agile Development
- Relevant coursework: Advance User Research, Agile Product Management, Graphic Design, Mobile Application Development

September 2016 - June 2020

### **University of Washington, Seattle WA** – *Bachelor of Science in Psychology*

- Minor: Information

- Focus: Cognitive Psychology, Social Psychology

## Skills

- Research Methods: Usability Testing / Interview Survey / Contextual Inquiry / Heuristic Evaluation / Focus Group / Diary Study / CardSorting / Culture Probe / AB Testing / User Journey Mapping / Interaction Mapping / Competitive Analysis
- Design: Figma / Axure / Adobe Suite
- Programming Languages: Python / Java / Javascript / HTML5 / CSS3 / C+ / React / React Native / Django / R
- Data Analysis: Python / Tableau / Altair / Streamlit / SPSS / R / SQL