

Jiaming Jessy Li

she/her/hers

UX Designer
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EXPERIENCE

Associate UX Designer

August 2023 – Present

Insulet Corporation, San Diego, CA

Using design to change the face of diabetes

- Contributing to design to improve the Omnipod's product experience and creating a system to support the right experience at the right time and one that is scalable.
- I work with the R&D group and am responsible for working closely with cross-functional members of the development teams to ensure a world-class product design for the Omnipod's Mobile App Suite.
- I contribute to the large scale design initiatives for the Product UIs and collaborate with software development, technical product management, and systems teams to create a safe and agile environment.

Design and Research Intern

January 2022 – May 2022

Design for a Better World book by Don Norman, San Diego, CA

Developed supplementary material for 2023 book, Design for a Better World, under the supervision of Donald A. Norman. In addition, assisted in the design architecture of the accompanying website for the book

- Collaborated in a team to determine the appropriate presentation format for the material using Figma combined with a detailed understanding of the book's content to ensure a usable and informative system
- Content matter included sustainability, developing meaningful measures of economical and environmental assessments, and humanity-centered design
- "I am pleased to say that the end results of the project were excellent" - Donald A. Norman

UX Designer

June 2022 – August 2022

Zefyr, San Diego, CA

Worked with developers to improve the user experience and interface of the startup, Zefyr, a social networking app

- Redesigned the onboarding process and implemented a tutorial for new users. Made improvements on the design's consistency and appropriate icons. Redesigns resulted in a more streamlined and error-free user experience

International Peer Coach

August 2021 – July 2023

University of California, San Diego— International Students and Programs Office (ISPO) and the Student Success Coaching Program, CA

Offer academic support, campus resources, and skill development to 150+ incoming international students. Organize and facilitate social, professional, and academic events

- Spoke as a student panelist for the International Parent and Family Orientation in front of 200+ parents and students
- Led the social media team and created graphics for the Instagram account resulting in a 15% increase in total followers, 35% increase in engagement, and 40% increase in reach over the span of 6 months

RELEVANT PROJECTS

Secret to Speed Dating data project

April 2021 – June 2021

Discovered what men and women look for in a partner when speed dating and how their rating affected the decision to match

- Used Python to engage in data analysis, gathering, wrangling, cleaning, and visualization. Uploaded our findings in a final data research paper on Github

Gro app

September 2021 – December 2021

Designed a grocery app that reduces food waste by offering incentives and promoting meal planning

- Explored cognitive principles of thinking through making
- Experience design, rapid prototyping, sketching, bodystorming, cardboard modeling, UI hacking, and design theory

CAPS resources app

January 2022 – March 2022

Created an app dedicated to the mental health resources offered by CAPS (Counseling and Psychological Services) at UC San Diego to increase the awareness and accessibility for students and alleviate the load on CAPS

- Applied the process of human-centered cognitive design
- Contextual inquiry, user research, ideation, iterative design, rapid prototyping, Figma, wireframing, and user testing

Pixley's Oddities website redesign

April 2022 – June 2022

Worked with a client, Pixley's Oddities, to redesign their website to increase sales and better inform potential customers

- Animation, navigation, graphical display of information, and narrative coherence

Depop redesign

April 2022 – June 2022

Redesigned Depop by introducing a price extension tool in the e-commerce experience to help alleviate the burden of research and price comparisons on resale platforms

- User research, data science, prototyping, user testing

EDUCATION

University of California, San Diego

September 2019 – June 2023

B.S. Cognitive Science with a Specialization in Design and Interaction

Double Minor in Design and Entrepreneurship & Innovation

SKILLS & OTHER

Design and Research: Figma, Canva, Prototyping, Information Architecture, Wireframing, Sketching, Iterations, Web Design, Usability Testing, User Interviews, Storyboarding, Design Thinking, Product Thinking

Tools and Frameworks: Python, Java, Unix, Git, MS Excel, Word, Powerpoint, MATLAB

Languages: English (fluent), Mandarin (fluent), French (proficient), Afrikaans (proficient)

Hobbies and Interests: Photography, Videography, Content Creation, Sustainability, Empowerment, Diversity, Inclusion, Equity

AWARDS & ACTIVITIES

Design-A-Thon Mindshifts on Megafires Honorable Mention for Creativity 2022: Created a concept design for a physical installation to increase public understanding and acceptance of prescribed burns as an important tool for ending megafires

UC San Diego Women's Rowing Captain: Captain of the collegiate NCAA Division I rowing team for the 2022-23 season

Revelle College Provost Honors: Recognition of superior scholastic achievement (4.0 GPA average for the 2020-21 academic year)