



Yunyue Li

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Experience

UX Design Intern

Obero.ai | February 2024 - July 2024

- Researched on partner business models with managed service providers.
- Led **stakeholder interviews**, **competitive analysis** and **persona** creation to identify pain points in configuring and managing SaaS solutions for MSP users.
- Created **user requirement documents** based on research insights, **collaborated** with the product owner to set design priorities, and ensured alignment with business goals. Worked closely with the development team and refined designs in regular design reviews to ensure **technical feasibility**.
- Designed and optimized **user journeys** and **high-fidelity prototypes**; delivered **interaction documents**, **design guidelines** and **Figma component libraries** to maintain design consistency; evaluated design effectiveness through **A/B testing** and **usability testing**.
- **Improved** MSP user onboarding efficiency and reduced operational costs. The final prototype was approved by the product owner and served as a development blueprint, **contributing** to the acquisition of two MSP clients.

UX Design Intern

Simptel | August 2022 - January 2023

Led UX design for VoIP-focused SaaS application

- Gained in-depth knowledge of **VoIP technology** and supplier operations.
- Conducted **competitive analysis**, **stakeholder interviews**, and discussions with technical team to identify inefficiencies in VoIP workflows and establish improvement strategies.
- Created **user requirement documents** based on research findings. **Collaborated** with the product owner to define **user stories** and clarify user goals. Applied **affinity mapping** to enhance **information architecture**.
- Designed **user journeys**, **wireframes**, and **high-fidelity prototypes** while closely **coordinating** with product owner and VoIP engineers to ensure technical feasibility. Conducted two rounds of **usability testing** to collect feedback and iteratively refine the interaction design.

Projects

Stress Management App

Lectoraat IxD | February 2023 - June 2023

- Designed a mobile application for PPS patients to visualize stress levels and analyze the impact of daily activities on stress.
- Conducted research on PPS patients daily routines, collecting and analyzing **user needs** to determine key stress management factors and inform design decisions.
- Studied various **stress data visualization techniques**, developing intuitive, easy-to-understand representations to help users monitor stress trends.
- Designed the app's **information architecture** and **user journey** while ensuring a balance between scientific data representations and user experience. Developed **high-fidelity prototypes** for testing.
- Utilized **A/B testing** to optimize interaction methods.

Virtual Festival

Effenaar | March 2022 - June 2022

- Created an interactive hybrid music festival experience for Effenaar, integrating online and onsite elements.
- Participated in brainstorming sessions to explore hybrid festival components. Conducted **user interviews** and analyzed expectations and pain points to refine project scope.

- Collaborated with the team to develop an innovative concept utilizing body projection mapping, enabling online users to project customizable digital stickers onto performers during shows, enhancing audience engagement.
- Used **Kinect** to body tracking and **Processing** for projection implementation, ensuring the execution of the concept. Developed interactive **Figma prototypes** to engage users and validate design feasibility and appeal.

Education

Fontys University of Applied Sciences

Bachelor's degree, Information Communication Technology
2020 - 2024

- Media Design
- Focus on design thinking, double diamonds, human-centered design, prototyping.
- Thesis: Designing a mobile-first Partner Success Management Platform for MSPs to sell Obero Software

Fontys University of Applied Sciences

Minor, China and World Economy

September 2023 - January 2024

- Focus on Historical Context of China, The political Economy of Contemporary China and Chinese Economy
- Conducted a research project in collaboration with Shanghai Institute of Technology

Fontys University of Applied Sciences

Specialization, Creative Technology

February 2022 - July 2022

- Focus on realizing concepts via different technology methods, ethical aspects of technology use

Skills

Design

User Experience · Interaction Design · User Interface · Physical and Digital Prototyping · Visual Design · Wireframing · Low-High Fidelity Mockups

Research

User Interviews · User Testing · Information Architecture · Quantitative Analysis · A/B Testing · Competitor Analysis

Software

Figma · Illustrator · Photoshop · InDesign · Final Cut Pro · DaVinci · Arduino (working knowledge) · Adobe XD · HTML · CSS

Languages

Mandarin Chinese - Fluency
Cantonese - Fluency
English - Working Proficiency
Dutch - B1 (Staatsexamen NT2)

Other Skills

Agile Scrum · Cross-functional Collaboration and Communication · Human-centered Approach · Provide and Solicit feedback