Sylar Zhengtian Li

A UI/UX Designer and Front-End Developer
(JS, Unity) that creates meaningful designs
through research and data.

Philadelphia PA
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Experience

Clink - Lead UX Designer & Researcher
Sept. 2023- Jun. 2024   Philadelphia, PA

- Spearheaded UX research for a 5-member team by establishing strategic research frameworks, conducting user interviews and surveys to validate problem statements, and identifying key pain points and opportunities.
- Directed full-cycle UX design from ideation and concept exploration to data-driven visual mockups and the facilitation of UX workshops, collaborating closely with UI Designers to develop interactive prototypes.
- Iteratively refined design solutions to drive measurable improvements, achieving over 80% user satisfaction and a 90% task completion rate across all user flows.

Happy Sunshine Food Truck App - Lead Developer
Mar. 2022- Sept. 2022   Philadelphia, PA

- Spearheaded development by establishing coding standards, architecting the development framework, configuring the back-end database, and managing version control via GitHub
- Set and achieved weekly development milestones, consistently delivering new features
- Engineered responsive, database-driven applications using PHP and MySQL.
- Designed robust data architecture and implemented the backend server, enabling dynamic content delivery, user authentication, customizable items, and a comprehensive food ordering system.

University of Pennsylvania - VR Designer & Developer
Mar. 2023- Sept. 2023   Philadelphia, PA

- Conducted targeted user research and comprehensive usability testing to drive a UI redesign, significantly enhancing usability and user satisfaction for the Penn VR Medical Trainer
- Re-designed and developed an interactive VR UI for medical simulation using the Unity Game Engine
- Spearheaded the integration of a cohesive design system into the development pipeline, streamlining workflows and boosting development efficiency

Night Kitchen Interactive - Interaction Developer
Mar. 2022- Sept. 2022   Philadelphia, PA

- Led the design and development of an interactive educational game prototype for a museum touch-table exhibit using Unity Game Engine
- Iteratively refined visual styles using custom shaders, developed and optimized touch-based interactions to enhance user engagement

Education

**User Experience &
Interaction Design (B.S.)**
Drexel University   GPA 3.6

Skills

**User Experience Design
UX Research**
Human-Centered Design
User Interface Design

**Web Development
Front-end Development**
Agile Method

Game Development
3D Modeling
3D Printing

Tools

Figma
Zeplin, JIRA

**HTML, CSS, SCSS
Javascript, TypeScript
React.JS, Svelte.JS
Git**

Unity, Unreal Engine
Maya, Blender
AutoCAD

Honors

**Westphal College Dean's
List**