


BIHAN LI

UX Designer | Game Designer

 libihan.com

 [BihanDesign](#)

 [libihan0521](#)

 201-988-7964

 lib678@newschool.edu

SUMMARY

- Versatile with a broad skill set in UX design, graphic design, 3D modeling, and game design.
- Experienced in the SaaS and game industries, with a proven track record of successful product launches.
- Recently completed the Google UX Design Certificate--a rigorous, hands-on program that covers the design process from end-to-end.

WORK EXPERIENCE

Video Game Designer

Ottor Game Studio(Startup) | Beijing, China (05/2021 - 07/2022)

- **Led 4-person team in 3D game development**, creating assets in Blender, designing levels in Unity, and collaborating on game mechanics documentation.
- **Led user research**, designed and distributed online surveys, collected 350+ responses, and analyzed data using Tableau for design insights.
- **Conducted game tests** and **designed interfaces in Figma** for a 2D casual game, achieving 9/10 rating on TapTap platform and gaining 30K+ followers.

UX Design Intern

CityDNA Technology Co., Ltd | Beijing, China (08/2020 - 12/2020)

- **Designed and iterated prototypes** in collaboration with front-end and back-end developers, based on the features list provided by the product manager. Successfully contributed to the design and launch of three mobile applications, two Web applications, and two websites during my internship.
- **Designed graphics** for the social media account in Photoshop.

Media Content Designer

RAC Studio | Shanghai, China (01/2019 - 2/2019)

- Wrote articles and designed graphics for the **social media account**. Creations achieved 250% more views compared to the previously most-viewed article.
- **Managed and coordinated offline events**. Developed brand designs to enhance the offline activities.

AWARD & EXHIBITION

2021 Mobile Application Innovation Competition (Issued by Apple): First prize in South China Division

URS Interactive Public Art Installation Design Competition 2020: Global Top 30

2023 AMT Moving Image Festival

Roblox*Parsons Collb virtual fashion show

EDUCATION

Coursera

Google UX Design Certificate

Online (07/2023 - 08/2023)

Parsons School of Design

MFA in Design and Technology

New York, NY (08/2020 - 05/2023)

Relevant Coursework: A Holistic User Experience, Designing for Usability, Tech Media Democracy, Speculative Design, Web Advanced(Javascript), Sound Design,Creative Coding: Unity, CC Lab(p5.js)

GPA: 3.71/4

Tsinghua University

Visiting Student

Beijing, China (08/2020 - 06/2021)

Relevant Coursework: C++, Introduction to Flexible Electronics, Emotion Psychophysiology Measurement Technologies

Xi'an University of Architecture and Technology

Bachelor of Engineering in Landscape Architecture

Xi'an, China (08/2020 - 06/2021)

GPA: 3.28/4

SKILLS

- **Prototype:** Figma, Unity, Sketch, Adobe XD, physical model.
- **2D:** Photoshop, Adobe Illustrator, Adobe InDesign, Figma, Procreate
- **3D:** Blender, C4D, Marvelous Designer, ZBrush, Rhino, Roblox Studio, SketchUp
- **Sound:** ProTools
- **Coding:** HTML, CSS, JavaScript, p5.js, C#, C++, HLSL, GitHub
- **Animation:** Adobe After Effect, Procreate, Blender

LANGUAGES

Chinese (Mandarin)

■■■■■

Native or Bilingual

English

■■■■■

Native or Bilingual