

Phoebe Li

nl25@iu.edu | 930-215-4356

EXPERIENCE

UX Designer (Intern)

0011 Solutions, USA | 2024-Present

As one of the 3-member design team, I design website & mobile prototypes based on our user research & business needs by collaborating with the agile development team, and iterate both platforms for conversion optimization for SEO.

- Established a design system from scratch for the brand and stakeholders to follow.

UX Content Designer (Full-Time)

HONOR Device, Beijing, China | 2022-2024

At HONOR Globalization Dept., I crafted and audited UX content for all HONOR products including smartphones, PC, TV, wearables, and websites.

- Created Style Guide for HONOR OS as asset owner for company-wide circulation.
- Led UX microcopy audit for HONOR MagicOS 6.0/7.0/8.0.
- Recruited and trained UX writers.

Marketing Specialist & Content Creator (Full-Time)

WISEWAY Brand Consulting, Beijing, China | 2017-2022

As a content strategist at the Strategy Dept., I created & audited marketing content for automobile clients including press releases and corporate/product key messages to ensure the consistency in visual tone, style, and brand guidelines before assets are published.

- Executed **30+** communication campaigns as a brand steward serving **Rolls-Royce, BMW, MINI, Jaguar Land Rover**, etc.
- Led a redesign for BMW Group WeChat channel.
- Featured projects include Rolls-Royce International Auto Show 2019 & 2020, Rolls-Royce Phantom VIII World Premier, #18 BMW Art Car World Premiere, and Jaguar Land Rover CSR operations as the content leader.

Portfolio

<https://phoebeli2009.wixsite.com/nali2024>

PROFILE

As a new product designer and a content creator with 7 years of experience in UX content design, marketing and communication, I specialize in telling impactful stories using digital design tools.

EDUCATION

MS Human-Computer Interaction Design

Indiana University Bloomington, USA
2024-2026

MA English Translation

Liaoning University, China
2011-2013

BS Urban Planning

Harbin Normal University, China
2006-2010

SKILLS

- Figma
- Adobe Creative Suite
- MIRO
- China Certified Translator (Chinese-English)