

Violet Li

MFA Candidate in User Experience Design | Design Marketing Background

hiivioletli@gmail.com | (912) 220-0695 | violetliux.github.io | linkedin.com/in/xinpengli-violet

Education

Savannah College of Art and Design (SCAD)

Savannah, GA

M.F.A. in User Experience Design

2025 – Present

Selected coursework: Contextual Research, Information Architecture, Prototyping, Coding, Usability Testing and Evaluation, Cognitive Human Factors

Kingston University London

London, UK

BA (Hons) Creative and Cultural Industries: Design Marketing

2022 – 2025

Selected coursework: Design Thinking, Creative Problem Solving, Design Marketing, Customer Mindfulness

Projects

Huddle — Campus Social App | SCAD, Theory of UX Design

Spring 2026

UI & Interaction Designer · Team of 3

- Contributed across a 10-week Double Diamond process: observations, surveys, interviews and a diary study, synthesizing 130+ data points into 6 key insights, How Might We questions and personas.
- Led UI and interaction design for 5 core features (Spaces, Events, Chats, Finder, Profiles), taking the app from low-fi wireframes to an interactive high-fidelity Figma prototype.
- Co-ran 2 rounds of moderated, task-based usability testing and iterated on navigation, privacy cues and chat hierarchy, raising the SUS score from 83.3 to 97.5.

Kingston Campass — Campus Wayfinding App | Kingston University

Sep 2024 – Dec 2024

UX/UI Designer · Team of 3

- Surveyed and interviewed students across two campuses and built 3 personas, including a wheelchair user, shaping features such as step-free routes, timetable-linked route planning and AR indoor navigation.
- Built user flows, wireframes and a design system (type, color, grids, components, contrast settings) for a clickable Figma prototype; 2 rounds of usability testing led to fixes such as replacing compass directions with left/right cues.

FT Club — Loyalty Program for the Financial Times | Kingston University Client Project

Jan 2024 – Mar 2024

Customer Research & Design · Team of 6

- Led customer research, surveying FT readers and turning results into customer profiles and insights (60% interested in rewards, 61% preferring a digital program) that set the team's direction.
- Co-developed a QR-code stamp rewards program linking print issues to the FT app, and pitched it to the client.

Skills

Design & Prototyping Tools: Figma, Miro, Maze, Framer, ProtoPie, Adobe Creative Suite, Procreate, Rhino

Technical: HTML, Processing, AI-assisted prototyping

Strategy & Business: Market research, competitor analysis, consumer behavior analysis, brand positioning, marketing strategy, campaign performance analysis

Additional Experience

Actor | UAL Film MA, London, UK

Jun 2023 – Jul 2024

- Analyzed the script and character arc for the role of Victoria, collaborating closely with the director and cast.

Ceramics Apprentice | Little Little Ceramics Workshop, London, UK

Sep 2023 – Mar 2024

- Designed ceramic pieces to the workshop's creative direction, experimenting with forms and glazing techniques.

Teaching Assistant | Chelsea Chinese School, London, UK

May 2023 – Jul 2023

- Guided students through hands-on craft and drawing activities, explaining techniques step by step.

Honors

Rookie of the Year, Rank B — Web & App Design, The Rookie Awards

Aug 2026