



Jingwen Li

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EDUCATION

University of Pennsylvania

Master of Integrated Product Design, May 2023
GPA: 3.66/4.0

University of Michigan, Ann Arbor

Stamps School of Art and Design
Bachelor of Fine Arts, Sep 2017 - May 2021
Concentration: Industrial Design / Product Design
Minor in Entrepreneurship
GPA: 3.72/4.0

SKILLS

Design

Storyboarding • User Journey Map • Persona
• User Flows • Affinity Diagram • Rapid
Prototyping • Low to High Fidelity Wireframes
& Mock Ups • 3D Modeling / Printing

Research

User Research • Contextual Inquiry • Market
Research • Comparative Analysis • User Testing

Tools

Adobe Photoshop / In Design / Illustrator
/ XD / AfterEffects / Premiere • Figma
• Rhinoceros • Keyshot

Others

Arduino • HTML Web Design • Floral Bouquet
Design • Cantonese • Mandarin • English

EXTRA-CURRICULAR EXPERIENCE

MedLaunch (Sep 2019 - Sep 2021)
Organization Member (Team project, Team of 16)

- Conducted research on state-of-the-art method for PTSD treatment with a focus on lucid dreaming induction
- Designed and prototyped a wearable headset that utilizes EMG (electromyography) sensor to detect user's sleep mode with engineering students
- User-tested the headset prototype and redesigned into an eyemask that better support the sleeping experience based on testing feedback
- Created mobile UI/UX that connects with the wearable eyemask and uses real-time data and speaker to induce lucid dreams

WORK EXPERIENCE

Product Design Intern

(Aug 2022-Present)

Pride Places

- Redesigned the Pride Places webinar directory version into Pride Places 4.0, a user-centered social media mobile app that connects the LGBTQ+ community and supports over 600+ LGBTQ-friendly companies
- Analyzed user flow problems and discovered new design opportunities by re-examining versions 2.0 & 3.0 through user interviews and testing
- Prioritized product features based on the qualitative testing results and business goals in collaboration with the product manager, designer, and engineer
- Led the refinement of the design system to keep the component libraries consistent

Founder and Product Designer

(2018- Present)

Find Your Arts LLC.

(<https://findyourarts.com>)

- Conducted market research and designed a multi-vendor art trading marketplace platform that connects bare walls to student arts
- Designed and prototyped a website from user flows to wireframe and high fidelity screens by using Figma
- Created the business model and the business prototype in collaboration with computer science and business students
- Pitched the business concept, received feedback, and refined business model with five local entrepreneurs
- Discussed engineering constraints, negotiated budget, and launched the website in collaboration with web developers
- Acquired artists around the world to join the platform

Design Consultant

(Aug 2021-Dec 2021)

Laurel Hill Pet Cemetery

- Researched the existing pet cemetery service and discovered user needs and potential market through 50+ stakeholder interviews
- Created user journey maps to discover pet owner's hidden pain points and help the client to reframe the problem
- Validated client's idea and provided an improved solution that avoids extra development costs based on qualitative and quantitative research results
- Ideated 20+ pet afterlife product and service design solutions and user-tested design prototypes with local pet clinics
- Visualized and modeled pet ashes storage products