

Chloe Li

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EDUCATION

University of California, Los Angeles (UCLA)

Expected June 2028

Bachelor of Science, Cognitive Science

3.7/4.0

Relevant Coursework: Web Programming, Data Structures & Algorithms, Object-Oriented Programming, Psychological Statistics

EXPERIENCE

Innovative Design @ UCLA

Oct 2025 - Present

UI/UX Design Lead

Los Angeles, CA

- Collaborated with 5 designers on end-to-end redesign of a nonprofit urban farm's website, conducting UX research, usability testing, and competitive analysis to map brand identity, surface drop-off points, and optimize donation flow
- Delivered **15+ wireframes** across low-, mid-, and high-fidelity stages, iterating through weekly client meetings and stakeholder feedback sessions to refine impact storytelling, information architecture, visual hierarchy, and user flow

Clubhouse UCLA

Sept 2025 - Present

Product Design Lead

Los Angeles, CA

- Planned and conducted **25+** user interviews and usability tests for a website redesign launch, identifying and mapping key pain points to refine and optimize user interface clarity, leading to a **16%** increase in new users and reviews post-launch
- Designed and user-tested onboarding flow to support integration of a new personalized club recommendation system
- Engineered **10+** high-fidelity mobile-responsive designs across core user journeys, ensuring cross-platform usability

Develop for Good – Illinois Swimming Officials Association

May 2026 - August 2026

Product Design Lead

Remote

- Led a team of **2 designers** through end-to-end design operations for a nonprofit website redesign, driving UX strategy, user research, and UI execution while coordinating with developers and stakeholders to deliver a **100% on-time launch**
- Built a scalable, **30+ component Figma design system** and UI documentation; conducted design QA alongside developers to ensure production fidelity, maintain component reusability, and accelerate Next.js/Vercel build cycles
- Designed and shipped a custom officiating tools suite featuring an **interactive dashboard**, **scenario-review tool**, and central **resource wiki**, driving rapid onboarding and reaching **70+ active officials** using the internal tools post-launch

PROJECTS

Creative Labs @ UCLA - TreeReq

April 2026 - June 2026

UI/UX Designer

Los Angeles, CA

- Partnered in a cross-functional team of 4 designers and 6 developers to architect and deliver a 0-1 web application, redesigning UCLA's degree auditing system for enhanced intuitive student usability and course planning experience

Pill Pal

May 2025 - June 2025

UI/UX Designer

Los Angeles, CA

- Designed a web application in collaboration with 2 designers on a cross-disciplinary team of 16 students that communicates with a pill-dispensing robot through WebSockets, allowing for automation and real-time scheduling
- Created and refined user flow, creating **10+ low- and high-fidelity wireframes** of core pages for implementation
- Built brand identity by developing **5+ drafts** of logos and visualizations of the robot with ProCreate and Figma

Undead Hospital

January 2024 - June 2024

Lead Designer, Project Manager

San Francisco, CA

- Led a **5-person team** to create a pixelated horror game, designing the core user flow and gameplay structure, incorporating **6 unique character arcs** and all narrative dialogue and interface, providing cohesive interactive gameplay
- Designed and deployed an accompanying project showcase website using HTML, CSS, and JavaScript, and conducted weekly usability tests to refine site accessibility and interactive game presentation based on qualitative feedback
- Created **6 original animated pixel art assets** in Aseprite, optimized for developer handoff into Godot implementation

SKILLS & TOOLS

Design: Information Architecture, User Research, Usability Testing, Wireframing, Prototyping, Design Systems, Design QA

Tools: Figma, Framer, Aseprite, Canva, VS Code, Trello, Replit