

# 黄诗懿 (Lily Huang)

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## 教育背景

康奈尔大学  
信息科学硕士(用户体验设计方向)  
2024年8月 – 2025年5月  
信息科学本科(用户体验设计方向)辅修: 商务, 游戏设计  
2020年8月 – 2024年5月

GPA: 3.8; 荣誉: Dean's List; SAT: 1520/1600



## 工作经历

WisdomPlan (奇绩创坛2024秋季) 旧金山  
用户调研与产品设计师 2025年7月 – 至今

- 主导 AI 教育平台 WisdomPlan 的用户调研与交互设计, 为职场人提供低成本、个性化的技能学习方案; 产品上线后成功斩获 Product Hunt 月度最佳教育类产品, 上线半年内每月收入增速超50%以上
- 运用 Figma 等设计工具完成了核心产品端到端的原型设计; 运用 Claude 等 AI 工具完成官网主页设计、AI 助手实时答疑与阶段性测验等功能, 成功使用户学习时长提升28%、次周留存率增长22%
- 从0到1设计了 AIGC 资讯类产品 Blour, 通过 AI agent 自动整理新闻资讯、生成个性化播客以帮助用户利用碎片时间高效获取信息; 展开了102项竞品分析, 规划了产品的初始发行策略与后续迭代方案

拳头游戏 (英雄联盟母公司) 洛杉矶  
用户调研与产品设计实习生 2024年5月 – 2024年8月

- 为《英雄联盟》、《2XKO》、《无畏契约》等头部游戏搭建6套标准化支付通知系统, 覆盖支付失败、交易异常等高敏感场景, 使交易问题定位效率提升4%、交易完成率提升2%、负面反馈减少5%
- 参与5款游戏的商业化设计, 围绕游戏内定价策略与活动营销需求展开20次跨职能深度访谈与调研, 设计不同活动节点下的支付界面交互流程与原型, 使活动高峰期间的支付流程流畅度增加6%
- 协同研发团队优化了《英雄联盟》的后台支付管理系统, 参与搭建了视觉规范体系并对核心操作流程进行了精简重构, 成功减少平台内17%的人工干预, 使跨区域支付板块的运营效率提升5%

摩根大通 纽约  
用户调研与产品设计实习生 2023年6月 – 2023年8月

- 针对大通银行 APP 跨境交易场景开展交互体验的优化设计; 深度调研金融行业的技术规范、用户需求与技术落地条件; 完成3套界面的优化方案, 有效提升交易界面的操作流畅度以及用户满意度
- 参与搭建一站式设计资源与需求管理平台, 标准化设计需求提报、素材归档、研发对接全流程

网易游戏 上海  
国际化战略实习生 2021年5月 – 2021年7月

- 为百万级抖音账号制定跨平台的海外增长策略, 深度调研 TikTok、YouTube 等海外平台的热门内容与流量趋势, 结合受众特征与账号定位规划低成本、高回报的内容创作方向, 成功提升粉丝增速3%
- 参与《第五人格》官方电竞战队 Team Glory 的 YouTube 账号运营; 统筹宣传活动、策划全站引流策略; 新账号上线首月即突破2000粉丝; 参与设计6款战队专属原创吉祥物形象以协助赛事宣传

## 技能与兴趣

技能: Figma, Webflow, Framer, HTML, Illustrator, Procreate, Photoshop, AI Agent

语言: 英语(母语级)、中文(母语)

兴趣: 画画、游戏、烹饪、烘焙、视频制作、滑雪、花样滑冰、足球

# Lily (Shiyi) Huang

189-0189-9696 | sh835@cornell.edu | lilyhuangwork.com | San Francisco | Shanghai

## Education

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### Cornell University

- Master of Professional Studies in Information Science - UX Design Aug 2024 – May 2025
- B.A. in Information Science - UX Design, Minors in Business and Game Design Aug 2020 – May 2024
- Cumulative GPA: 3.8; Honors: Dean's List; SAT: 1520/1600

## Work Experience

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### WisdomPlan (MiraclePlus 2024 Fall)

San Francisco, CA

#### Product Designer

Jul 2025 – Now

- Led user research & UX design for WisdomPlan, an AI-powered education platform delivering affordable upskilling solutions, ranked #1 in Product Hunt's Education category, achieving 50% MoM revenue growth
- Designed end-to-end product prototypes in Figma and leveraged AI tools like Claude to build the website, AI tutoring assistant, and assessment features, increasing learning time by 28% and week-two retention by 22%
- Designed Blour from the ground up, an AIGC app that turns the newest, personalized news into podcasts for on-the-go listening; conducted 102 competitive analyses to define the MVP roadmap and future iterations

### Riot Games (Developer of League of Legends)

Los Angeles, CA

#### Product Design Intern

May 2024 – Aug 2024

- Designed six standardized payment notifications for League of Legends, 2XKO, and Valorant, improving issue diagnosis efficiency by 4%, payment completion rates by 2%, and reducing negative feedback by 5%
- Conducted 20 cross-functional interviews across five games to develop pricing and marketing strategies for live campaigns, designing payment flows and prototypes that improved payment smoothness by 6%
- Collaborated with engineers to redesign and upgrade the League of Legends backend payment management system, reducing manual intervention by 17% and improving cross-region payment efficiency by 5%.

### JPMorgan Chase & Co.

New York, NY

#### UX Design Summer Analyst

Jun 2023 – Aug 2023

- Optimized cross-border transaction flows for the JPMorgan Chase app by researching industry regulations, user needs, and constraints, delivering 3 redesigns that improved transaction efficiency and user satisfaction
- Contributed to designing a centralized UX resource management system that standardized request processes, asset management, and cross-functional collaboration workflows, reducing communication friction

### NetEase Games

Shanghai, China

#### Globalization Strategy and Design Intern

May 2021 – July 2021

- Developed growth strategies for million-follower Douyin creator through trend and audience research across TikTok and YouTube to identify scalable, high-ROI content opportunities, increasing follower growth by 3%
- Supported growth operations for Team Glory's Identity V esports YouTube channel, gaining 2,000 new followers within the first month of channel launch and designing 6 original mascot characters for promotions

## Skills & Interests

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**Skills:** Figma, Webflow, Framer, HTML, Illustrator, Procreate, Photoshop, AI Agent

**Languages:** English (Native level), Mandarin (Native)

**Interests:** Digital Art, Gaming, Cooking, Baking, Content Creating, Skiing, Figure Skating, Soccer