

DAQI SHI

Product & UI/UX Designer

I design end-to-end AI-driven B2B and B2C products, solving complex challenges with innovative solutions. With 3 years of product design experience, I excel at delivering user and business value with a strategic approach.

Experience

Product Designer - AstrumU | AI CareerEd-tech

Bellevue | Feb 2022 - Now

- **Led end-to-end design** for an education marketplace feature, attracting 1,000+ engaged pilot users in three months by implementing user-centered design process and iterative testing.
- **Conducted 0-1 product design** for an AI career-guide product, creating user flows, wireframes, prototypes, and high-fidelity mockups to align business goals and user goals while navigating ambiguity with innovative design solutions.
- **Designed an AI-powered higher-ed big-data toolkit**, onboarding 20+ universities in the first year by leveraging data-driven insights.
- **Collaborated with cross-functional stakeholders and executive leadership** to create visualization assets for an API service platform, articulating and influencing product strategy and direction for the service design.
- **Created the design library** across all products, reducing prototyping time by 50% and ensuring visual and brand consistency across three different products.
- **Performed as the sole designer** for nine months, independently owns and delivering multiple new features, maintaining existing products, and supporting sales and marketing design materials.

UX Designer (Contractor) - Yirental | Rental Platform

Remote | Part-time | May 2021 - Sept 2021

- **Designed mobile app features** for property manager search and in-app chat, resulting in a 98% user satisfaction rate and a 40% improvement in task efficiency.
- **Conducted user interviews and facilitated design ideation** with the product team, aligning user goals through personas and journeys, refining product direction.

UX Designer (Contractor) - Greenphyto | Agri-tech

Remote | Part-time | Feb 2021 - Apr 2021

- **Designed desktop UI screens for smart farm management platform** by rebranding, prototyping, and rapid user testing, resulting in a 80% increase in user satisfaction.
- **Created a design system from scratch** including typography, iconography, color, layout and aesthetic UI elements that meets WCAG 2.1 standards, and collaborated with project managers and engineers to align and prioritize implementation.

Architectural Designer - Link Design Group

Kirkland | Sept 2019 - Feb 2022

- **Utilized 3D modeling and visualization** to enhance team collaboration, facilitate client reviews, and secure city approvals for over 10 residential and urban mixed-use projects, from research & brainstorming through design development.

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 Bellevue, WA

Education

University of Washington

Seattle | 2021-2022

Certificate in Human Centered Design & Engineering

Rhode Island School of Design

Providence | 2016-2019 | GAP 3.7

Master of Architecture

Excellent Graduation Design Award

University of Liverpool

Liverpool | 2012-2016 | GAP 3.7

Bachelor of Arts in Architecture

Skills

Design

Product Design / Human Computer Interaction Design / User Experience Design / Mobile & Desktop UI design / Visual Design / Design System / User Journey Map / User Flow / Wire-framing / Prototyping / Data Visualization / 3D Modeling / AR/VR

Research

User research / User Interview / Survey / Usability Testing / A/B Testing / Affinity Mapping / Competitive Analysis

Programming

CSS / HTML / JavaScript (basic)

Tools

Figma / Sketch / Zeplin / Webflow / Adobe Indesign / Photoshop / Illustrator / Notion / Miro / Confluence / Rhino 3D / Auto CAD